G. T. F.
Design in Types
60/6000/1970

Rs. 6

PRINTED BY VAKIL & SONS (P) LTD., BOMBAY-1, INDIA.

TYPES

FOR TODAY AND TOMORROW

Specimens of some
new creations in
English & Deonagari

SUPPLEMENT 1970

GUJARATI TYPE FOUNDRY
Manufacturers of Modern Materials
Gaiwadi - Girgaum
BOMBAY 4

TYPE STYLES

for to-day and to-morrow

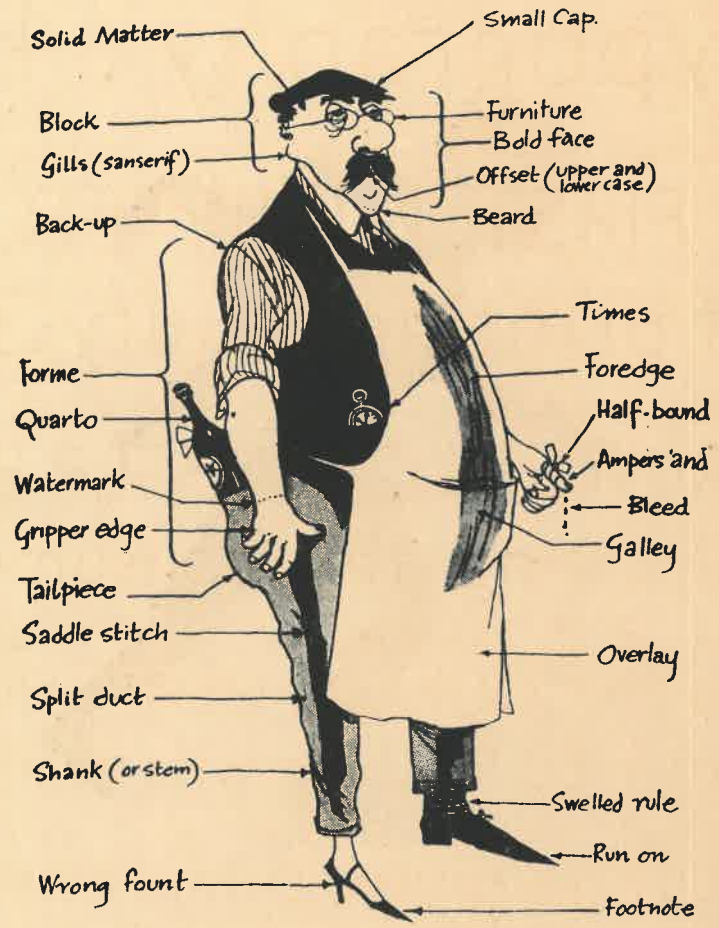
are shown herein.

GUJARATI TYPE FOUNDRY

GAIWADI-GIRGAON, BOMBAY 4

Phone 354332 **T'Gram— GUTYFO**

PROFILE



NEHRU SERIES

(GILL SANS LIGHT)

4 A Abt 2¾ Kg — 48 POINT NEHRU — 5 a Abt 2¾ Kg

I SALUTE TO typography 48

4 A Abt 2 Kg — 36 POINT NEHRU — 7 a Abt 2¼ Kg

FIRST MINISTER of printing faculty 36

4 A Abt 1¾ Kg — 30 POINT NEHRU — 7 a Abt 1½ Kg

PRINTERS CAN HELP BY educating the consumer

6 A Abt 1¼ Kg — 24 POINT NEHRU — 11 a Abt 1½ Kg

TO ENCOURAGE MORE AND better business the wise printer

8 A Abt ¾ Kg — 18 POINT NEHRU — 15 a Abt 1 Kg

STUDY THE FUNDAMENTAL LAWS OF printing. Let no act be done haphazard

12 A Abt 1 Kg — 14 POINT NEHRU — 25 a Abt 1¼ Kg

NEHRU SERIES HAS PROVED ITS GREAT utility in pharmaceutical and other light jobs. 123

NEHRU SERIES

☆

14 A Abt ¾ Kg — 12 POINT NEHRU — 28 a Abt 1 Kg

PRINTING IS THE INDISPENSABLE LINK IN OUR DAILY communication with each other. It is the mother of progress. 1 2 3 4 Good printers have the latest faces to advance. 5 6 7

16 A Abt ½ Kg — 10 POINT NEHRU — 32 a Abt ¾ Kg

REMEMBER WITH PRIDE THAT PRINTING IS INDISPENSABLE TO progress ..... a necessary adjunct of all education, commerce, art, 1 2 3 4 5 science and industry. 6 7 8 9 0

20 A Abt ½ Kg — 8 POINT NEHRU — 40 a Abt ½ Kg

THE PROOFS SHOULD NEVER BE SUBMITTED WITH MARGINS INKSMUDGED 1 2 3 4 5 or soiled. They create an impression of disorder and carelessness. 6 7 8 9 0

22 A Abt ½ Kg — 6 POINT NEHRU — 44 a Abt ½ Kg

A GOOD COATED PAPER IS RECOMMENDED FOR CUSTOMERS' PROOFS. NEWSPRINT 1 2 3 4 5 should be used only for jobs that are eventually to be run on similar stock. 6 7 8 9 0

NEHRU ITALIC SERIES

12 POINT NEHRU ITALIC

14 A Abt ½ Kg — 28 a Abt 1 Kg

THE TYPOGRAPHICAL ERROR
Is a slippery thing and sly,
You can hunt till you're dizzy,
But it somehow will get by.

10 POINT NEHRU ITALIC

16 A Abt ½ Kg — 32 a Abt ¾ Kg

TILL THE FORMS ARE OFF THE PRESS,
It's strange how still it keeps;
It shrinks down into a corner and,
It never stirs or peeps.

8 POINT NEHRU ITALIC

20 A Abt ½ Kg — 40 a Abt ½ Kg

THAT TYPOGRAPHICAL ERROR,
Too small for human eyes,
Till the ink is on the paper,
When it grows to mountain size.

6 POINT NEHRU ITALIC

22 A Abt ½ Kg — 44 a Abt ½ Kg

THE REMAINDER OF THE ISSUE
May be clean as clean can be,
But the Typographical Error,
Is the only thing you see.

NEHRU ITALIC SERIES

(GILL SANS LIGHT ITALIC)

4 A Abt 1½ Kg — 36 POINT NEHRU ITALIC — 7 a Abt 2 Kg

HERE IS A NICELY
cut slant style for you

4 A Abt 1 Kg — 30 POINT NEHRU ITALIC — 7 a Abt 1½ Kg

WHEN YOU WANT REAL
help to win the order, plan
on using new type & faces.

6 A Abt 1 Kg — 24 POINT NEHRU ITALIC — 8 a Abt 1½ Kg

HISTORIES OF TYPOGRAPHERS.
Foreigners have preserved life
sketches of master printers. 24

8 A Abt ¾ Kg — 18 POINT NEHRU ITALIC — 15 a Abt 1 Kg

PRINTER'S MODERN TYPE IS THE GREAT
apostle of progress, whose pulpit is the press
says a master-printer of great repute. 18

15 A Abt 1 Kg — 14 POINT NEHRU ITALIC — 32 a Abt 1½ Kg

WHY YOU'VE NO COMPETITION IN COMPOSITION?
Because you didn't become typographer wholly for
12345 gain, but to obey that impulse. 67890

KAMLA SERIES

(GILL SANS MEDIUM)

4 A Abt 4½ Kg — 72 POINT KAMLA — 5 a Abt 5 Kg

FIGURES
123456789

4 A Abt 2½ Kg — 48 POINT KAMLA — 5 a Abt 2¾ Kg

PROFILE:
man of print 48

5 A Abt 2½ Kg — 36 POINT KAMLA — 8 a Abt 2½ Kg

KAMLA SERIES IS
for distinctive jobs 3

5 A Abt 1⅓ Kg — 30 POINT KAMLA — 8 a Abt 1⅓ Kg

IT'S ONE OF THE MOST
popular of the sans-serif
type that is favourable 30

KAMLA SERIES

8 A Abt 1¼ Kg — 24 POINT KAMLA — 16 a Abt 1¾ Kg

MODERN PRESS MACHINERY
without G.T.F. copper-alloy
types, is worth nothing to-day.

15 A Abt 1¾ Kg — 18 POINT KAMLA — 25 a Abt 2¼ Kg

THIS TYPE STYLE IS A MEMBER
of the group of eight other series cast
by the Gujarati Type Foundry - Bombay.

15 A Abt 1 Kg — 14 POINT KAMLA — 32 a Abt 1¼ Kg

GUJARATI TYPE FOUNDRY COMPLETED ITS
70th year and entered into the 71st year on
October 1st 1969 to serve the printers. 123456

20 A Abt 1¼ Kg — 12 POINT KAMLA — 40 a Abt 1½ Kg

QUALITY IN PRINTING IS NEVER AN ACCIDENT.
It is always the result of firm intention, sincere effort, intel-
1 2 3 4 5 ligent direction and skillful execution. 6 7 8 9 0

22 A Abt 1 Kg — 10 POINT KAMLA — 45 a Abt 1¼ Kg

QUALITY IN PRINTING REPRESENTS THE WISE CHOICE
of many alternatives and the cumulative experience of many craftsmen.
1 2 3 4 5 It demonstrates the success of a determined purpose. 6 7 8 9 0

25 A Abt ¾ Kg — 8 POINT KAMLA — 48 a Abt ¾ Kg

IN PRINTING MANAGEMENT DO KEEP AN EYE ON YOUR PROFITS.
1 2 3 4 5 But be sure that the profits you're watching are realistic profits. 6 7 8 9 0

30 A Abt ½ Kg — 6 POINT KAMLA — 60 a Abt ¾ Kg

KEEP ACCURATE, UP-TO-DATE RECORDS. THEY ARE A TRUE GUIDE TO YOUR COSTS,
and profits and they'll help you to analyse the future. No order is better than a job produced
1 2 3 4 5 but not paid for. 6 7 8 9 0

KAMLA ITALIC

(GILL SANS MEDIUM ITALIC)

5 A Abt 2¼ Kg **36 POINT KAMLA ITALIC** 8 a Abt 2½ Kg

KAMLA ITALIC TYPE
attracts attention 36

5 A Abt 1½ Kg **30 POINT KAMLA ITALIC** 8 a Abt 1¾ Kg

TYPES OF BEAUTY
we are an inspiration to
our artists. They go ahead
12345 of us 67890

8 A Abt 1½ Kg **24 POINT KAMLA ITALIC** 13 a Abt 2 Kg

MODERN PRESS MACHINERY
is the order of the day. 24
Great progress is achieved by it.

15 A Abt 1½ Kg **18 POINT KAMLA ITALIC** 25 a Abt 1½ Kg

IT IS ALWAYS ADVISABLE TO BE PROMPT
to buy your requirements much in advance.
It saves a lot of time, money and energy. 18

POINT

15 A Abt ⅝ Kg 32 a Abt 1¼ Kg

14 QUALITY in PRINTING is NEVER an Accident. It is always the result of firm intention, sincere effort, intelligent direc-
1234 tion and skillful execution. 5678

15 A Abt ⅝ Kg 38 a Abt 1¼ Kg

12 KAMLA ITALIC WHEN USED WITH ITS FINE Roman erect style gives a pleasant look. Just try. You will find it ok. Good printing with
345 these types commands respect. 678

20 A Abt ⅝ Kg 40 a Abt 1 Kg

10 HOW TO MAKE TYPE TALK: THE PRINTER OR LAY-Out man to get type to talk in the exact mood of the subject or nature of the merchandise described must be a student and have a conscientious appreciation of the
12345 message to be delivered. 67890

20 A Abt ½ Kg 40 a Abt ⅝ Kg

8 THE DAY OF THE COMPOSITOR IS THE DAY OF LONG AGE. The compositor's all absorbing idea is to make every job look different, and gingerbready - regardless of cost or purpose to be accomplished by the man who is spending the money. 123

30 A Abt ½ Kg 60 a Abt ⅝ Kg

6 THE DAY OF TYPOGRAPHICAL DESIGNERS WHO AT THE SAME TIME Have keen merchandising insticts-is rapidly approaching, and in some cases has arrived. Remember, however, that the purpose of making type talk is to call favourable attention to the goods. Anything which detracts from the main purpose is undesirable, so be careful that you do not make a mistake
12345 as to what does constitute really good printing. 67890

JAWAHAR

(GILL SANS BOLD)

☆

4 A Abt 5½ Kg — **72 POINT JAWAHAR** — 5 a Abt 5 Kg

A.R. type

4 A Abt 4 Kg — **60 POINT JAWAHAR** — 5 a Abt 3½ Kg

JAWAHER
Nicely Cut

4 A Abt 2¾ Kg — **48 POINT JAWAHAR** — 5 a Abt 2½ Kg

GOOD FOR
Advertising 48

5 A Abt 2¼ Kg — **36 POINT JAWAHAR** — 8 a Abt 2¾ Kg

JAWAHAR TYPE
Style is the Best. 36

JAWAHAR

5 A Abt 1½ Kg — **30 POINT JAWAHAR** — 8 a Abt 1¾ Kg

THIS SERIES IS FINE.
It has charm & elegance

8 A Abt 1⅓ Kg — **24 POINT JAWAHAR** — 13 a Abt 1¾ Kg

JOIN PRINTING CLASSES.
12 Out of nothing comes 34

15 A Abt 1¾ Kg — **18 POINT JAWAHAR** — 25 a Abt 2¼ Kg

BE SYSTEMATIC
One day is as good as two for him
12 who does everything in its place. 34

15 A Abt 1 Kg — **14 POINT JAWAHAR** — 32 a Abt 2¼ Kg

BE WISE! GO TO THE SPECIALIST FOR
1234 Most profitable typographic service 5678

20 A Abt 1¼ Kg — **12 POINT JAWAHAR** — 40 a Abt 1⅓ Kg

DON'T TAKE A NEGATIVE ATTITUDE TO
Changes in system and operation. Be "pro" in your
1 2 3 4 5 thoughts and actions. 6 7 8 9 0

22 A Abt 1 Kg — **10 POINT JAWAHAR** — 45 a Abt 1¼ Kg

DON'T BE AFRAID TO SPEND MONEY ON INTANGIBLES.
New systems, investments in management methods, and directions are even more important than a new press or camera.

25 A Abt ⅞ Kg — **8 POINT JAWAHAR** — 45 a Abt 1 Kg

PRINTERS SHOULD WEIGH COSTS ON AN ACCURATE SCALE.
1 2 3 Don't base your today's costs on to-morrow's inflated prices. 7 8 9

30 A Abt ⅓ Kg — **6 POINT JAWAHAR** — 60 a Abt ⅞ Kg

PRINTING SHOULD NEVER BE INERT AND AIMLESS, LIKE DRIFTWOOD ON A

JAWAHAR ITALIC

(GILL SANS BOLD ITALIC)

☆

POINT 4 A Abt 2 Kg 6 a Abt 2½ Kg

36 GRAPHIC

arts exposition

4 A Abt 1½ Kg 7 a Abt 1¾ Kg

30 PRINT NICELY

to please all clients

8 A Abt 1¼ Kg 13 a Abt 2 Kg

24 JAWAHAR ITALIC IS

good for our daily and

weekly newspaper's

567 headlines. 890

15 A Abt 1½ Kg 25 a Abt 1½ Kg

18 G. T. F. ITALIC BOLD TYPE

attracts attention. One should

12 know how to use it. 34

JAWAHAR ITALIC

☆

POINT 15 A Abt 1 Kg 32 a Abt 1 Kg

14 HARD ALLOY TYPE GIVES GOOD

response. Printing is clear and sharp.

Thus reading becomes easy.

1 2 3 4 5 6 7 8 9 0

15 A Abt ¾ Kg 38 a Abt 1 Kg

12 IT ALWAYS PAYS TO SET TYPE RIGHT.

There are only 26 letters, 10 figures and

a dozen odd punctuation marks.

1 2 3 4 5 6 7 8 9 0

20 A Abt ¾ Kg 40 a Abt 1 Kg

10 WELL, A CREATIVE TYPOGRAPHER CAN TAKE

the thoughts made up out of those letters, figures

and marks and make them sing, shout, whisper,

persuade, emphasize, explain, attract and sell.

1 2 3 4 5 6 7 8 9 0

20 A Abt ½ Kg 40 a Abt ¾ Kg

8 TYPE: A RECTANGULAR PIECE OF METAL OR, SOME

times, wood with a raised letter, figure etc., in reverse on

its upper end, which when inked and pressed against a

piece of paper or other material, as in a printing press,

leaves an ink impression of its face.

1 2 3 4 5 6 7 8 9 0

30 A Abt ½ Kg 60 a Abt ¾ Kg

6 COMPOSITION: the work of the compositor may be divided into two

fundamental operations: the " setting " of type and the " unsetting " of

type. The former is called composition, the latter is called distribution.

1 2 3 4 5 6 7 8 9 0

Jawahar Extra Bold

(GILL SANS EXTRA BOLD)

4 A Abt 2¼ Kg — 48 Point Jawahar Extra Bold — 5 a Abt 2¾ Kg

HEAVY INK
prints a job
123456789

4 A Abt 2¼ Kg — 42 Point Jawahar Extra Bold — 6 a Abt 2¾ Kg

WE WHO RUN
type races win
1234567890

5 A Abt 2¾ Kg — 36 Point Jawahar Extra Bold — 8 a Abt 3½ Kg

JAWAHAR
extra bold type
invites attention
1234567890

Jawahar Extra Bold

5 A Abt 2 Kg — 30 Point Jawahar Extra Bold — 8 a Abt 2½ Kg

OUR OUTSTANDING
very bold types tell
1234567890

8 A Abt 1¾ Kg — 24 Point Jawahar Extra Bold — 13 a Abt 2 Kg

SEVERAL OF ERIC GILL'S
type faces enjoy widespr
ead usage and popularity.
1234567890

10 A Abt 1½ Kg — 18 Point Jawahar Extra Bold — 20 a Abt 2 Kg

LONG BEFORE HE TURNED TO
designing type Gill was renowned
as a sculptor, stone-cutter and
12345 letter-carver. 67890

15 A Abt 1 Kg — 14 Point Jawahar Extra Bold — 32 a Abt 1½ Kg

THESE STYLES WILL DEMONSTRATE A GOOD
instance of the typographic value of related
12345 designs to a large family. 67890

AJAYA

(GILL SANS BOLD CONDENSED)

4 A Abt 5 Kg — **72 Point AJAYA TITLING**

MODERN
FACTS &
098765

4 A Abt 4¾ Kg — **72 Point AJAYA** — 5 a Abt 5 Kg

QUALITY
Counted
098765

AJAYA SERIES

(GILL SANS BOLD CONDENSED)

4 A Abt 3½ Kg — **60 Point AJAYA** — 5 a Abt 3½ Kg

BY INDIAN
Printers 60

4 A Abt 2 Kg — **48 Point AJAYA** — 5 a Abt 2½ Kg

HEADLINES IN
Type styles 48

5 A Abt 2¼ Kg — **36 Point AJAYA No. 1** — 8 a Abt 2¾ Kg

OUR TYPES TALK.
Printed Words 12

5 A Abt 1½ Kg — ☆ **36 Point AJAYA No. 2** — 8 a Abt 2 Kg

PRINTED WORDS ARE
Permanent Truths 12

☆ (Also available on 30-Point)

AJAYA SERIES

☆

8 A Abt 1½ Kg — **24 Point AJAYA** — 13 a Abt 2 Kg

PRINTING IS A GATEWAY
123 To New Businesses. 456

15 A Abt 1¼ Kg — **18 Point AJAYA No. 1** — 25 a Abt 1⅝ Kg

IT CAN BE WELL ACHIEVED
By Using Types Made by G. T. F. 18

15 A Abt 1 Kg — **14 Point AJAYA** — 32 a Abt 1¼ Kg

THE RIGHT TYPE MEANS MORE READERS.
The Wrong Type Means Fewer Readers. Type is
12 the Face You Turn to the Public. 34

20 A Abt ¾ Kg — **12 Point AJAYA** — 40 a Abt 1 Kg

IT IS NOT GENERALLY RECOGNISED THAT THE
Printing industry during the last few years has shot into a leading position in the development of its
12345 productive methods. 67890

22 A Abt ⅝ Kg — **10 Point AJAYA** — 45 a Abt ⅝ Kg

MANY NEW PROCESSES ARE BEING CREATED AND PIONEERED
Which are among the most advanced applications of indu-
12345 strial technology. 67890

8 Point AJAYA

25 A Abt ⅝ Kg — 48 a Abt ⅝ Kg

THE FIRST SERIES OF THIS AJAYA
Face, distinguished by smooth letter forms and a lively structure, were 12 introduced some years ago. 34

6 Point AJAYA

30 A Abt ½ Kg — 60 a Abt ½ Kg

THE NARROW SETTING OF AJAYA PROVIDES
A new rhythm of exceptional charm, which has received much attention.
ABCDEFGHIJKLMNOPQRSTUV
1234567890

GUJARATI TYPE FOUNDRY — BOMBAY 4

SANJAYA SERIES

(GILL SANS MEDIUM COND.)

5 A Abt 1⅝ Kg — **36 POINT SANJAYA** — 8 a Abt 2 Kg

TYPES BEHAVE WELL IF
nicely displayed & set well

5 A Abt 1 Kg — **30 POINT SANJAYA** — 8 a Abt 1¼ Kg

FOR DISTINGUISHED PRINTING
use this distinctive type series. 30

8 A Abt 1¼ Kg — **24 POINT SANJAYA** — 13 a Abt 1½ Kg

AS SANJAYA IN GITA IS A PROMINENT
figure so in type style it is to the press.
It is a fine medium condensed face 24

15 A Abt 1 Kg — **18 POINT SANJAYA** — 25 a Abt 1¼ Kg

THE PEN MAY BE MIGHTIER THAN THE SWORD
but type can be used as a stiletto in two styles.
One type face would be specified for speeches 18

15 A Abt ⅝ Kg — **14 POINT SANJAYA** — 32 a Abt 1 Kg

ONE TYPE FACE WOULD BE SPECIFIED FOR SPEECHES
that are actually delivered in the Lok Sabha another as if they were
12345 delivered orally Sounds like a great idea 67890

ASHWIN

(GROTESQUE BOLD)

4 A Abt 2¾ Kg — 36 POINT ASHWIN — 7 a Abt 3½ Kg

BOLD AS I AM
I Serve Well. 1

¼ A Abt 2 Kg — 30 POINT ASHWIN — 7 a Abt 2½ Kg

PRINTING IS
A Graphic Art. 30

6 A Abt 1¾ Kg — 24 POINT ASHWIN — 12 a Abt 2½ Kg

PRINTERS' EXHIBIT
Has Educative Value
1234567890

10 A Abt 1½ Kg — 18 POINT ASHWIN — 20 a Abt 2¼ Kg

PRACTICAL PRINTERS
Leave No Stone Unturned.
They Solve Their Problems
12345 Themselves. 67890

Gujarati Type Foundry, Gaiwadi-Girgaon, Bombay 4

ATUL MEDIUM

30 A Abt ¾ Kg — **8 POINT ATUL MEDIUM No 2** — 60 a Abt 1 Kg

A B C D
E F G H
I J K L
M N O P
Q R S T
U V W X
Y Z 1 2
5 6 7

SELECTING TYPE FACES

A type face is good if it is easy to read. No concession that interferes with ease of reading may be made either to beauty of appearance or to mechanical facility. Legibility is the basic law, the sine qua non.

a b c d
e f g h
i j k l
m n o p
q r s t
u v w x
y z 3 4
8 9 0

25 A Abt ¾ Kg — **8 POINT ATUL MEDIUM No 1** — 48 a Abt ¾ Kg

IN ADVERTISING THIS LETTER STYLE IS PREFERRED FOR PRODUCTS from the most feminine and fragile to the rugged and homely. In the advertising columns of some Swiss magazines there is no seriffed type at all. The virtues of unseriffed letters were recognized in the nineteenth century. They have good uses in display—provide an effective bold—have merits for stereotyping—the numerals, being lining, can claim a high legibility. For the creation of abstract patterns the unseriffed letter is specified: first because the letters have been divested of distracting serifs; and secondly because the geometrical rigidity and the monoline effect offer little disturbance to the harmonious sequence of the text and creates a subdued and regular pattern.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

GUJARATI TYPE FOUNDRY - BOMBAY 4

ATUL MEDIUM

(GROTESQUE MEDIUM)

22 A Abt 1 Kg **10 POINT ATUL MEDIUM** 45 a Abt 1½ Kg

PRINTERS WHO HAVE HANDLED JOBS KNOW THE VALUE of a type face. The clear and simple characters are easily readable and produce a well balanced effect. With its unusual versatility ATUL SERIES enables a printer to use it for Pharmaceutical Jobs, Invitation Cards, Folders and a variety of jobs requiring imaginative get up. Good printing mainly depends on the Printer's skill and imagination, and here Atul Series affords the printer full scope to please the discerning customer with an elegant, 12345 beautiful and attractive type face. 67890

20 A Abt 1¾ Kg **12 POINT ATUL MEDIUM** 40 a Abt 1½ Kg

A CLEAR DEFINITION OF A TYPOGRAPHER IS always a matter for prolonged discussion but, whatever the real breadth of a typographer's scope in graphic design may be, he (or she) is at least a person who "feel" type and letter-forms, and who knows the manufacturing and setting sources 12345 of each type face. 67890

15 A Abt 1¾ Kg **14 POINT ATUL MEDIUM No 1 (Improved)** 32 a Abt 1¾ Kg

ATUL TYPE STYLE HAS GRACE.

Jobs printed with this popular face attract attention. They look decent. Invite repeat business. They defy competition. Printers can use safely for reports brochures invita-
12345 tion and many other jobs. 67890

ATUL BOLD

(GROTESQUE BOLD)

20 A Abt 1½ Kg **12 POINT ATUL BOLD** 40 a Abt 1¾ Kg

GUJARATI TYPE FOUNDRY - BOMBAY
The beautiful, modern & classical type faces
1234 are available from ready stock. 56789

10 POINT ATUL BOLD

22 A Abt 1 Kg 45 a Abt 1½ Kg

THE TECHNIQUE OF PRINTING HAS IMPROVED. The labour saving improvements recently introduced have been welcomed and 12345 accepted. 67890

8 POINT ATUL BOLD

25 A Abt ¾ Kg 48 a Abt 1 Kg

ATUL BOLD IS THE FULL NAME OF THIS TYPE STYLE. This face is available in several weights and we wish you to introduce and use it for quality 12345 printing also. 67890

☆

ATUL LIGHT

(GROTESQUE LIGHT)

20 A Abt 1 Kg **12 POINT ATUL LIGHT** 40 a Abt 1½ Kg

INTRODUCE NEW TYPE FACES WITH JOY. We always recommend point system as it is best. 12345 The weight of this face is familiar. 67890

22 A Abt ¾ Kg **10 POINT ATUL LIGHT** 45 a Abt 1 Kg

GOOD ALUMINIUM FURNITURE SAVES MUCH LABOUR. It saves make-ready and surely improves get-up of printed job. It is available in 2 — 3 — 4 — 6 — 8 — 12 — 15 — em widths.

25 A Abt ½ Kg **8 POINT ATUL LIGHT** 48 a Abt 1 Kg

WELL KNOWN PHARMACEUTICAL FIRMS MAKE USE OF THIS FACE. It has been made popular by several leading printers of Bombay & Calcutta

The height of types is 0.9185 inch or 23.317 mm.

TIMES NEW ROMAN

☆

5 A Abt 2¾ Kg 36 POINT TIMES NEW ROMAN 8 a Abt 2¾ Kg

THIS ROMAN
Is nicely cut 36

6 A Abt 2 Kg 30 POINT TIMES NEW ROMAN 9 a Abt 2 Kg

LIGHT FACED
Types are read well 30

8 A Abt 1¾ Kg 24 POINT TIMES NEW ROMAN 13 a Abt 2 Kg

STUDY TYPE STYLES
For good printing 12345

18 Pt. TIMES NEW ROMAN
15 A Abt 1¾ Kg 25 a Abt 2 Kg

LETTERING
Is a fine art 18

14 Pt. TIMES NEW ROMAN
15 A Abt 1 Kg 32 a Abt 1¼ Kg

LONDON TIMES
Popular type face 14

TIMES NEW ROMAN JOB FONTS

20 A Abt 1 Kg	12 POINT	30 a Abt 1 Kg
30 A Abt 1¼ Kg	10 POINT	50 a Abt 1⅓ Kg
35 A Abt 1 Kg	8 POINT	100 a Abt 1½ Kg
30 A Abt ⅓ Kg	6 POINT	120 a Abt 1¾ Kg

● Printed specimens of 12 – 10 – 8 and 6 point Times New Roman are shown elsewhere in this booklet under weight fonts

TIMES NEW ROMAN

★

12–Point TIMES NEW ROMAN Abt. 30 Kg

The true worth of any catalogue is determined not by its impressiveness, size, beauty, flashiness or its economy, but by its worth as a selling factor. No product of the printer, however attractive or impelling to the eye, can be a successful investment unless it not only illustrates and describes, but also sells the merchandise it offers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnoqrstuvwxyz1234567890

10–Point TIMES NEW ROMAN Abt. 30 Kg

The true worth of any catalogue is determined not by its impressiveness, size, beauty, flashiness or its economy, but by its worth as a selling factor. No product of the printer, however attractive or impelling to the eye, can be a successful investment unless it not only illustrates and describes, but also sells the merchandise it offers. It should be a selling vehicle, conceived, arranged and produced with the single aim of selling as successfully as it can be made to

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

8–Point TIMES NEW ROMAN Abt. 30 Kg

The true worth of any catalogue is determined not by its impressiveness, size, beauty, flashiness or its economy, but by its worth as a selling factor. No product of the printer, however attractive or impelling to the eye, can be a successful investment unless it not only illustrates and describes, but also sells the merchandise it offers. 1 2

6–Point TIMES NEW ROMAN Abt. 30 Kg

The true worth of any catalogue is determined not by its impressiveness, size, beauty flashiness or its economy, but by its worth as a selling factor. No product of the printer, however attractive or impelling to the eye, can be a successful investment unless it not only illustrates and describes, but also sells the merchandise it offers. It should be a selling vehicle, conceived, arranged and produced with the 1 2 3 4

TIMES NEW ROMAN ITALIC

☆

5 A Abt 3 Kg 36 POINT TIMES N. R. ITALIC 8 a Abt 3 Kg

THIS ITALIC
Is nicely cut 36

6 A Abt 2¾ Kg 30 POINT TIMES N. R. ITALIC 9 a Abt 2¾ Kg

ITALIC TYPES
Create impression 30

8 A Abt 2 Kg 24 POINT TIMES N. R. ITALIC 13 a Abt 2 Kg

THIS ITALIC TYPE
Is a living monument 24

15 A 18 POINT a 25
Abt 1¾ Kg Abt 1¾ Kg

TYPE TELLS
Its own story 18

15 A 14 POINT 32 a
Abt 1 Kg Abt 1¼ Kg

ABCDEFGHIJKLM
nopqrstuvwxyzæœfffifl
1234567890

TIMES NEW ROMAN ITALIC JOB FONTS

20 A Abt 1¼ Kg	12 POINT	30 a Abt 1¼ Kg
30 A Abt 1¼ Kg	10 POINT	50 a Abt 1⅛ Kg
35 A Abt ⅞ Kg	8 POINT	100 a Abt 1½ Kg
30 A Abt ½ Kg	6 POINT	120 a Abt 1¼ Kg

● Printed specimens of 12 – 10 – 8 and 6 point Times New Roman Italic are shown elsewhere in this booklet under weight fonts

Times New Roman Italic

☆

12–Point TIMES NEW ROMAN ITALIC Abt. 30 Kg

In letterpress printing the press impression is made directly on paper from the raised surfaces of type and engravings. In moulding type, the non–printing areas are countersunk, and in etching engravings they are recessed, which brings out the printing surfaces in relief and is the reason why this oldest of printing processes is referred to as 'relief printing'. 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

10–Point TIMES NEW ROMAN ITALIC Abt. 30 Kg

In letterpress printing the press impression is made directly on paper from the raised surfaces of type and engravings. In moulding type, the non–printing areas are countersunk, and in etching engravings they are recessed, which brings out the printing surfaces in relief and is the reason why this oldest of printing processes is referred to as 'relief printing'. 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

8–Point TIMES NEW ROMAN ITALIC Abt. 30 Kg

In letterpress printing the press impression is made directly on paper from the raised surfaces of type and engravings. In moulding type, the non–printing areas are countersunk, and in etching engravings they are recessed, which brings out the printing surfaces in relief and is the reason why this oldest of printing processes is referred to as 'relief printing'. 1234567890

6–Point TIMES NEW ROMAN ITALIC Abt. 30 Kg

In letterpress printing the press impression is made directly on paper from the raised surfaces of type and engravings. In moulding type, the non–printing areas are countersunk, and in etching engravings they are recessed, which brings out the printing surfaces in relief and is the reason why this oldest of printing processes is referred to as 'relief printing'. 1234567890

TIMES NEW ROMAN BOLD

☆

4A Abt 6 Kg 72 POINT TIMES N. R. BOLD 5 a Abt 3½ Kg

ABIDE

rule of 1

4 A Abt 4 Kg 60 POINT TIMES N. R. BOLD 5 a Abt 3¾ Kg

'TIMES'

marches 6

4 A Abt 2¾ Kg 48 POINT TIMES N. R. BOLD 5 a Abt 3 Kg

PRINTING

educates. 48

5 A Abt 3 Kg 36 POINT TIMES N. R. BOLD 8 a Abt 3 Kg

FACE HIGH

money value 36

TIMES N. R. BOLD

☆

6 A Abt 2¼ Kg 30 POINT TIMES N. R. BOLD 9 a Abt 2¼ Kg

TIMES N. R. BOLD

is good for headlines.

It attracts readers 30

8 A Abt 2 Kg 24 POINT TIMES N. R. BOLD 13 a Abt 2 Kg

JOHN GUTTENBERG

practised movable type

printing in the year 1439.

15 A Abt 1¾ Kg 18 POINT TIMES N. R. BOLD 25 a Abt 2 Kg

BENJAMIN FRANKLIN IS

patron saint of the printers of

America. None can forget him. 18

15 A Abt 1⅛ Kg 14 POINT TIMES N. R. BOLD 32 a Abt 1⅛ Kg

WILLIAM CAXTON INTRODUCED

printing into England in 1476. Namaste

to these saintly pious souls for all times.

TIMES NEW ROMAN BOLD

☆

20 A Abt 1 Kg — 12 Point TIMES N. R. BOLD — 30 a Abt 1 Kg

"LEAVE IT TO YOU!"

MOST of our clients write, 'Leave it to you!' in place of directions about type and accessories. Putting it up to us puts us on our mettle; we almost said—metal. It is a confession of confidence that 12345 we proudly welcome. 67890

22 A Abt ¾ Kg — 10 Point TIMES N. R. BOLD — 45 a Abt 1 Kg

"LEAVE IT TO YOU!"

MOST of our clients write, 'Leave it to you!' in place of directions about type and accessories. Putting it up to us puts us on our mettle; we almost said—metal. It is a confession of confidence that we proudly welcome. It is a shift of responsibi- 12345 lity that we gladly shoulder. 67890

35 A Abt 1 Kg — 8 Point TIMES N. R. BOLD — 100 a Abt 1½ Kg

"LEAVE IT TO YOU!"

MOST of our clients write, 'Leave it to you!' in place of directions about type and accessories. Putting it up to us puts us on our mettle; we almost said—metal. It is a confession of confidence that we proudly welcome. It is a shift of responsibility that we gladly shoulder. For, our idea of a Typefounder in excelsis is one who knows enough to do what he's told.

1234567890

30 A Abt ½ Kg — 6 Point TIMES N. R. BOLD — 120 a Abt 1¼ Kg

"LEAVE IT TO YOU!"

MOST of our clients write, 'Leave it to you!' in place of directions about type and accessories. Putting it up to us puts us on our mettle: we almost said—metal. It is a confession of confidence that we proudly welcome. It is a shift of responsibility that we gladly shoulder. For, our idea of a Typefounder in excelsis is one who knows enough to do what he's told.

1234567890

BASKERVILLE

卐

5 A Abt 2½ Kg — 36 Point Baskerville — 8 a Abt 2½ Kg

DEAL WITH ONE

12 kind of work and 3

6 A Abt 2 Kg — 30 Point Baskerville — 9 a Abt 2 Kg

ACCEPT ONLY THAT

45 class of work which 67

8 A Abt 1¾ Kg — 24 Point Baskerville — 13 a Abt 2 Kg

YOU KNOW THAT YOU

can deal with ease & confidence.

15 A Abt 1½ Kg — 18 Point Baskerville — 25 a Abt 1¾ Kg

THE TYPOGRAPHER SHOULD HAVE some knowledge of colour combinations 12345 to use colour harmoniously. 67890

15 A Abt 1 Kg — 14 Point Baskerville — 32 a Abt 1¼ Kg

HE IS EXPECTED TO INDICATE COLOUR scheme he intends to use. He should also know 12345 something about printing processes. 67890

BASKERVILLE

卐

20 A Abt 1 Kg — 12 Point Baskerville — 40 a Abt 1¼ Kg

A GREAT ENGLISH TYPE CUTTER OF THE 18th. century, John Baskerville, was born in 1706 at Wolverley in Worcestershire. At the age of twenty he 1 2 3 4 5 became a writing master at Birmingham 6 7 8 9 0

22 A Abt ¾ Kg — 10 Point Baskerville — 45 a Abt 1 Kg

BUT HIS INTEREST IN CALLIGRAPHY AND STONE cutting led to experiments in type-founding about the year 1750. So assiduous was he in this new venture that he spent over 6 years perfecting his production before introducing it to the general public.

25 A Abt ¾ Kg — 8 Point Baskerville — 50 a Abt 1 Kg

A TRANSITIONAL FACE, HIS LETTERS WERE NEITHER "OLD FACE" nor "modern." There was a greater difference between the weight of the thick and thin strokes of the characters than in other types of the same period and while the serifs on lower-case ascenders were still slightly, oblique and bracketed

15 A Abt ¾ Kg — 12 Point Baskerville Italic — 35 a Abt 1¼ Kg

AS IN "OLD FACE," THE ROUNDED CHARACTERS exhibited the vertical bias of "modern" types. Baskerville started a printing press and produced his first book, the Magnum Opus, on which he spared neither trouble nor expense. The superior

22 A Abt 1 Kg — 10 Point Baskerville Italic — 45 a Abt 1 Kg

CRAFTSMANSHIP AND ELEGANCE OF THIS WORK RECEIVED widespread acclaim, and established his fame as a typographer. The original punches cut by Baskerville still exist and are preserved at the Cambridge University Press. One of the most popular bookfaces in use today,

25 A Abt ¾ Kg — 8 Point Baskerville Italic — 50 a Abt ¾ Kg

THIS FACE MAY BE IDENTIFIED BY THE UNCLOSED TAIL AND CURLED ear of the lower case 'g' (not in the Linotype version), flat curves on the top of the small 'a' and 'f,' and on the lower curves of the lower and upper case 'j.' Baskerville italic may be identified by the swash capital letters K, N, T, Y and the J, which resembles a £ inverted.

BASKERVILLE ITALIC

卐

5 A Abt 2¼ Kg — 36 Point Baskerville Italic — 8 a Abt 2¼ Kg

DEAL WITH ONE

12 kind of work and 34

6 A Abt 2 Kg — 30 Point Baskerville Italic — 9 a Abt 1⅞ Kg

ACCEPT ONLY THAT

567 class of work which 890

8 A Abt 1½ Kg — 24 Point Baskerville Italic — 13 a Abt 1½ Kg

YOU KNOW THAT YOU

can deal with ease & confidence. 24

15 A Abt 1½ Kg — 18 Point Baskerville Italic — 25 a Abt 1½ Kg

THE TYPOGRAPHER SHOULD HAVE some knowledge of colour combinations to use 12345 colour harmoniously. 67890

15 A Abt 1 Kg — 14 Point Baskerville Italic — 32 a Abt 1¼ Kg

HE IS EXPECTED TO INDICATE COLOUR scheme he intends to use. He should also know some- 12345 thing about printing processes. 67890

GARAMOND SERIES

☆

POINT 5 A Abt 2½ Kg 8 a Abt 2½ Kg

36 GARAMOND

classical type style

8 A Abt 1¾ Kg 13 a Abt 2 Kg

24 PRINTING MATERIAL

in accordance with specific

1 2 3 4 5 purpose 6 7 8 9 0

15 A Abt 1½ Kg 25 a Abt 1¾ Kg

18 SKILFULLY ARRANGING

letters to help all classes of readers

1 2 3 4 5 6 7 8 9 0

15 A Abt 1 Kg 32 a Abt 1½ Kg

14 TYPOGRAPHY OF ADVERTISEMENTS

does not require rigid obedience to convention

1 2 3 4 5 6 7 8 9 0

GUJARATI TYPE FOUNDRY BOMBAY 4

GARAMOND ITALIC

☆

POINT 5 A Abt 2½ Kg 8 a Abt 2½ Kg

36 GARAMOND

classical type style

8 A Abt 1¾ Kg 13 a Abt 2 Kg

24 PRINTING MATERIAL

in accordance with specific

1 2 3 4 5 purpose 6 7 8 9 0

15 A Abt 1¾ Kg 25 a Abt 1¾ Kg

18 SKILFULLY ARRANGING

letters to help all classes of readers

1 2 3 4 5 6 7 8 9 0

15 A Abt 1 Kg 32 a Abt 1½ Kg

14 TYPOGRAPHY OF ADVERTISEMENTS

does not require rigid obedience to convention

1 2 3 4 5 6 7 8 9 0

GUJARATI TYPE FOUNDRY BOMBAY 4

PERPETUA

24 Point PERPETUA TITLING — 8 A Abt 1¾ Kg

PERPETUA IS THE
MOST FAMOUS FACE
1234567890

18 Point PERPETUA TITLING — 15 A Abt 1¾ Kg

AND THAT WHICH IS
CONSIDERED ACHIEVE-
123 MENT IS PERPETUA 456

6 A Abt 1¾ Kg — 30 Point PERPETUA ITALIC — 9 a Abt 1¾ Kg

SEVERAL OF GILL'S

Typefaces enjoy widespread
usage and popularity today
ffffifl 1234567890 ffiffl

8 A Abt 1¾ Kg — 24 Point PERPETUA ITALIC — 13 a Abt 1¾ Kg

THE LOGIC AND HONESTY
Of its origins pervade in every
character of Perpetua
ffffifl 1234567890 ffiffl

PERPETUA BOLD

●

8 A Abt 1¾ Kg — 24 Point PERPETUA BOLD — 13 a Abt 2⅛ Kg

HE WHO LOVES GOOD
Typography always go in
for good new type faces
1234567890

15 A Abt 1½ Kg — 18 Point PERPETUA BOLD — 25 a Abt 2 Kg

TYPE AMMUNITION IS A
Worthy asset to meet the grow-
ing requirements.
1234567890

15 A Abt 1 Kg — 14 Point PERPETUA BOLD — 23 a Abt 1½ Kg

ALL MODERN PRINTERS ALWAYS KEEP
Their new type cases full to meet the demands. A happy and contented printer is he, who keeps his type ammunition ready.
1234567890

JAIDEO

(STUDIO)

(36 Point Jaideo is now available)

☆

8 A Abt 1¼ Kg — 24 Point JAIDEO — 13 a Abt 2 Kg

BE IT KNOWN TO ALL
PRINTER FRIENDS
You might be surprised that after five hundred years, which have elapsed since the invention of mo-
vable type, it is essenti-
123 ally unchanged. 456

15 A Abt 1½ Kg — 18 Point JAIDEO — 25 a Abt 2 Kg

JAIDEO WAS A GREAT RAJPUT KING. He loved his people and died for them leaving sweet memories to cherish. To name this type face in his name is a proud privilege. It's a monumental type style for all decent & fine printing 1 2 3 4 5 and advertising. 6 7 8 9 0

JAIDEO

☆

20 A Abt 1 Kg — 12 Point JAIDEO — 40 a Abt 1½ Kg

SPECIAL TYPES ARE REQUIRED FOR
Special jobs. This style much befits society printing, It reflects gaiety. It invites you to join and associate. To make use of it nicely is a pleasure and proud privilege of every
12345 Printer of Prestige. 67890

22 A Abt ¾ Kg — 10 Point JAIDEO — 45 a Abt 1 Kg

Mr LETTERPRESS WEDS MISS OFFSET

A	B	C	D	You are cordially invited to	a	b	c	d
E	F	G	H	attend with Family and Fri.	e	f	g	h
I	J	K	L	ends at Printers Hall, Daily	i	j	k	l
M	N	O	P	(except Sundays). Gifts in	m	n	o	p
Q	R	S	T	currency will be gratefully	q	r	s	t
U	V	W	X	accepted. Ice cream variet.	u	v	w	x
Y	Z	1	2	ies will be freely served. Jal	y	z	3	4
	5	6	7	Tarang Music in attendance.	8	9	0	

25 A Abt ½ Kg — 8 Point JAIDEO — 48 a Abt ½ Kg

A PRINTER IS A FRIEND OF LIBERTY
Of all the inventions, of all the discoveries in science or art, of all the great results in the wonderful progress of mechanical energy and skill, the printer is the only product of civilization necessary
1 2 3 4 5 to the existence of free man. 6 7 8 9 0

●

GUJARATI TYPE FOUNDRY - BOMBAY 4

SARLA SERIES

For Copperplate Effect

8 A — 24 Point Sarla No. 1 — Abt 2¼ Kg

QUALITY ARE MOST 2

8 A — 24 Point Sarla No. 2 — Abt 1½ Kg

IN THE COMPOSING ROOM

12 A — 18 Point Sarla No. 1 — Abt 1¾ Kg

THE SELLING PRICE OF GOOD

16 A — 18 Point Sarla No. 2 — Abt 1½ Kg

TRUE VALUE IS THE GOOD PRINTING.

6-Point Sarla No. 2

40 A — Abt ½ Kg

TYPES MAY LOOK THE SAME AND COST THE SAME BUT THE RESULTS ON 123

6-Point Sarla No. 3

40 A — Abt ½ Kg

ARTISTIC PRINTERS FULLY APPRECIATE THE BIG RANGE OF SERVICE THEY ARE ABLE TO

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

20 A — 12 Point Sarla No. 1 — Abt 1½ Kg

EVERY PRINTER SHOULD BE

25 A — 12 Point Sarla No. 2 — Abt 1½ Kg

TYPE FACES THAT HARMONIZE 456

30 A — 12 Point Sarla No. 3 — Abt 1½ Kg

IN FIRST CLASS PRINTERS' PLANTS OUR

30 A — 12 Point Sarla No. 4 — Abt 1½ Kg

CREATIVE PRINTING BRINGS OUT THE GENIUS

30 A — 6 Point Sarla No. 1 — Abt ½ Kg

PRINTERY WITH UP-TO-DATE MATERIALS IN PRINTING

GOTHIC CONDENSED No. 1

9 A — 30 Point Gothic Condensed No. 1 — Abt 2 Kg

USES STANDARD LINE 93

20 A — 18 Point Gothic Condensed No. 1 — Abt 2 Kg

TYPE ON AMERICAN POINT SYSTEM 32

30 A — 12 Point Gothic Condensed No. 1 — Abt 1½ Kg

ALL HANDSOME TYPES ARE CAST ON POINT SYSTEM 76

SAROJINI SERIES

FOR COPPERPLATE EFFECT

6 A — 24 POINT SAROJINI No 1 — Abt 1¾ Kg

TYPE FACE NOW

8 A — 24 POINT SAROJINI No 2 — Abt 2¼ Kg

TYPOGRAPHER IS HE

12 A — 18 POINT SAROJINI No 1 — Abt 2 Kg

TYPE FACES CONTAIN

16 A — 18 POINT SAROJINI No 2 — Abt 2 Kg

THEY HAVE BEEN CHOSEN

20 A — 12 POINT SAROJINI No 1 — Abt 1½ Kg

TO SAVE YOUR MONEY & TIME USE

25 A — 12 POINT SAROJINI No 2 — Abt 1¾ Kg

GOOD PRINTING ALWAYS BRINGS IN

30 A — 12 POINT SAROJINI No 3 — Abt 1¾ Kg

OUR JOB TYPE FACES ARE PUT UP IN SMALL

30 A — 12 POINT SAROJINI No 4 — Abt 1½ Kg

PRINTING IS A NOBLE ART. IT IS THE MOTHER OF 12

30 A — 6 POINT SAROJINI No 1 — Abt ¾ Kg

THE USE OF CAPITALS ONLY IS MORE SUCCESSFUL THAN THE USE

40 A — 6 POINT SAROJINI No 2 — Abt ¾ Kg

IT IS NOT SO MUCH THE TYPE FACE AS THE WAY THE TYPE IS HANDLED THAT

40 A — 6 POINT SAROJINI No 3 — Abt ½ Kg

A PLEASING PAGE. REMEMBER THAT SPACING IS THE GREATEST FACTOR IN THE FINAL 123456

USHAKANT SERIES

9 A — 24 POINT USHAKANT No 1 — Abt 2 Kg

PRINT BEST

10 A — 18 POINT USHAKANT No 1 — Abt 1½ Kg

TO SATISFY YOUR

18 A — 12 POINT USHAKANT No 2 — Abt 1½ Kg

GOOD LUCK AND PROSPERITY.

12-Point Ushakant No 3

20 A — Abt 1¾ Kg

PRINTING AND REST NOT TILL IT FIND

12-Point Ushakant No. 4

22 A — Abt 1¾ Kg

IT IS REMOVED. PRINTING IS PRO

IRAVATI SERIES

FOR COPPERPLATE EFFECT

6 A — 24 POINT IRAVATI No 1 — Abt 2 Kg

IT DEVELOPS 16

8 A — 24 POINT IRAVATI No 2 — Abt 2½ Kg

BETTER RESULT

12 A — 18 POINT IRAVATI No 1 — Abt 2¼ Kg

145 STATIONERY 678

16 A — 18 POINT IRAVATI No 2 — Abt 2¼ Kg

THE PRINTING INDUSTRY

20 A — 12 POINT IRAVATI No 1 — Abt 1⅛ Kg

ATTRACTIVE DESIGNS

25 A — 12 POINT IRAVATI No 2 — Abt 1⅛ Kg

THE ARTISTIC PRINTER

30 A — 12 POINT IRAVATI No 3 — Abt 1⅛ Kg

1234 IS THE VERDICT: 5678

30 A — 12 POINT IRAVATI No 4 — Abt 1⅛ Kg

PRINTING IS THE INSEPARABLE

30 A — 6 POINT IRAVATI No 1 — Abt ¾ Kg

SAVE TIME AND MONEY BY INVESTING IN

40 A — 6 POINT IRAVATI No 2 — Abt ¾ Kg

12 DOESN'T SEE. MIND DOESN'T RECEIVE. 34

6-POINT IRAVATI No. 3

40 A — Abt ¾ Kg

MISUNDERSTANDING MIGHT BE AVOIDED IF PUBLIC UNDERSTOOD THE PROCESS OF A 2

6-POINT IRAVATI No. 4

40 A — Abt ¾ Kg

123 PURPOSE IN PRESSING YOU TO USE OUR TYPES IS TO CREAT MORE AND MORE BETTER PRINTING. 456709

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z

10 A — 24 POINT GOTHIC CONDENSED No 3 — Abt 2¼ Kg

HERE IS ONE MORE ADDITION TO THE

MAHENDRA SERIES

4 A Abt 4½ Kg — 72 POINT MAHENDRA — 5 a Abt 4½ Kg

FASHION in types 72

4 A Abt 3½ Kg — 60 POINT MAHENDRA — 5 a Abt 3 Kg

JOB TYPES advertise in 6

Smaller bodies from 48 to 6 Point are also available.

48 Point MAHENDRA ACCENTS

ã õ à é ç

36 Point MAHENDRA ACCENTS

ã õ à é ç

24 Point MAHENDRA ACCENTS

ã õ à é ç

RANADE BOLD

8 A Abt 2 Kg — **24 POINT RANADE BOLD** — 13 a Abt 2¼ Kg

POWER OF PRINT MAY
Be seen by only a few. It
pays to set type right. 1 2 3 4

16 A Abt 2 Kg — **18 POINT RANADE BOLD** — 25 a Abt 2¼ Kg

TYPOGRAPHY IS LANGUAGE.
Typography is more than exact letter symbols; it is a language.
1 2 3 4 5 6 7 8 9 0

15 A Abt 1¼ Kg — **14 POINT RANADE BOLD** — 32 a Abt 1¼ Kg

IT IS A LANGUAGE IN ITSELF,
Speaking in the unmistakable overtones that convey meanings far beyond the printed
1 2 3 4 5 **words and sentences.** **6 7 8 9 0**

● Light face "Ranade" and "Ranade Italic" are also available

GUJARATI TYPE FOUNDRY — BOMBAY 4

GOVIND

(BODONI)

4 A Abt 5½ Kg — 72 POINT GOVIND — 5 a Abt 5 Kg

NICEFOR
Display 72

4 A Abt 3¼ Kg — 60 POINT GOVIND — 5 a Abt 3¼ Kg

GOVIND
Type Suits

4 A Abt 2⅛ Kg — 48 POINT GOVIND — 5 a Abt 2 Kg

LOVE THIS
New Face 48

Smaller bodies from 36 to 6 Point are also available.

GOVIND ITALIC

(BODONI ITALIC)

☆

4 A Abt 2 Kg — 36 POINT GOVIND ITALIC — 6 a Abt 2¼ Kg

BIOGRAPHY

of an old compositor

4 A Abt 1½ Kg — 30 POINT GOVIND ITALIC — 7 a Abt 1¾ Kg

MODERN PRINTED

books are illustrated. 30

8 A Abt 1¾ Kg — 24 POINT GOVIND ITALIC — 13 a Abt 2 Kg

NEVER SHOULD ITALIC

type be letter - spaced. When

in doubt do not use italic. 24

14 A Abt 1⅓ Kg — 18 POINT GOVIND ITALIC — 30 a Abt 2 Kg

PRINTING MANAGEMENT

is one of the significant areas of the

12345 entire printing industry. 67890

15 A Abt 1 Kg — 14 POINT GOVIND ITALIC — 32 a Abt 1¼ Kg

DEPARTMENT OF PRINTING MANAGEMENT:

it is difficult to imagine a world without printing

12345 and printed products. 67890

GOVIND MEDIUM BOLD

(BODONI MEDIUM BOLD)

6 A Abt 3 Kg — 36 POINT GOVIND MEDIUM BOLD — 9 a Abt 3¼ Kg

TYPES OF TODAY

used by printers 36

7 A Abt 2¼ Kg — 30 POINT GOVIND MEDIUM BOLD — 10 a Abt 2¾ Kg

WE ALWAYS GIVE

very regular and more

efficient services. 30

8 A Abt 1¾ Kg — 24 POINT GOVIND MEDIUM BOLD — 15 a Abt 2½ Kg

ALWAYS BUY FULL SETS

it then gives great pleasure

to compose as required 24

12 A Abt 1½ Kg — 18 POINT GOVIND MEDIUM BOLD — 26 a Abt 2 Kg

MAKE SURE YOU HAVE THE BEST

leads and clumps by purchasing from

us with many years' experience 18

15 A Abt 1 Kg — 14 POINT GOVIND MEDIUM BOLD — 32 a Abt 1¼ Kg

OUR OBJECTIVE AS TYPE FOUNDERS IS

to provide opportunities for growth and security

1234 by satisfying more customers. 5678

Govind Medium Bold Italic

(BODONI MEDIUM BOLD ITALIC)

6 A Abt 3¼ Kg — 36 POINT — 9 a Abt 3½ Kg

GOOD TYPE IS

an asset to all. 36

7 A Abt 2½ Kg — 30 POINT — 10 a Abt 2¼ Kg

INDIAN PRINTERS

use quality products 30

8 A Abt 2 Kg — 24 POINT — 13 a Abt 2 Kg

PRINTING HELPS NOW

to rehabilitate soldiers. 24

12 A Abt 1½ Kg — 18 POINT — 26 a Abt 2 Kg

COMMERCIAL PRINTERS

always use the best type styles; they

12345 are very progressive. 67890

15 A Abt 1 Kg — 14 POINT — 32 a Abt 1½ Kg

PRINTING IS THE INSEPERABLE

companion of achievements. Try and you will

12345 win all times. 67890

Govind Ultra Bold

(BODONI ULTRA BOLD)

☆

4 A Abt 2½ Kg — 36 POINT — 6 a Abt 3 Kg

GOOD TYPES

print well 36

4 A Abt 1¾ Kg — 30 POINT — 6 a Abt 2 Kg

APPRECIATE

nice printing 30

8 A Abt 2 Kg — 24 POINT — 12 a Abt 2¼ Kg

GOOD PRINTERS

are respected 24

8 A Abt 1¼ Kg — 18 POINT — 12 a Abt 1¼ Kg

NO FEATURE IS MORE

important in composition

than careful spacing 18

10 A Abt 1 Kg — 14 POINT — 20 a Abt 1¼ Kg

A LINE OF INCLINED TYPE

as the heading of a paragraph or

as a line of display once attracts

12345 the eye. 67890

Govind Ultra Bold Italic

(BODONI ULTRA BOLD ITALIC)

☆

4 A Abt 2½ Kg — 36 POINT — 6 a Abt 3½ Kg

STYLE OF
the house 36

4 A Abt 1¾ Kg — 30 POINT — 6 a Abt 2½ Kg

STUDY THIS
useful book 30

8 A Abt 2 Kg — 24 POINT — 12 a Abt 2½ Kg

TYPOGRAPHY
is a gold mine 24

8 A Abt 1½ Kg — 18 POINT — 12 a Abt 1½ Kg

PRINTING IS THE ART
preservative of all arts;
123 study type faces 456

10 A Abt 1 Kg — 14 POINT — 20 a Abt 1½ Kg

TYPES FOR SPECIFIC JOBS
bold, bold condensed and their
italics are worth studying
1234567890

ROHIT

(ROCKWELL LIGHT)

☆

5 A Abt 2¾ Kg — **36 POINT ROHIT** — 8 a Abt 3 Kg

TYPE DESIGN IN
new cold typeage

7 A Abt 2½ Kg — **30 POINT ROHIT** — 10 a Abt 2¾ Kg

ECONOMIC NOTES
of the typesetting 30

8 A Abt 2 Kg — **24 POINT ROHIT** — 16 a Abt 2½ Kg

ROHIT ROCKS WELL 24
in your graceful printing

15 A Abt 1½ Kg — **18 POINT ROHIT** — 25 a Abt 2 Kg

TEXT BOOKS ON PRINTING
should be read by every printer.
AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

ROHIT

☆

15 A Abt 1½ Kg **14 POINT ROHIT** 32 a Abt 1½ Kg

TYPE FACES CAN GIVE YOU MORE
Sales punch if used properly in your layout.
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
Rr Ss Tt Uu Vv Ww Xx Yy Zz Ææ Œœ
1234567890

22 A Abt 1¼ Kg **12 POINT ROHIT** 40 a Abt 1½ Kg

THE UNION MINISTRY OF INFORMATION
And Broadcasting, arranged an Exhibition of Books.
This is particularly true of advertising literature. 12

25 A Abt 1¼ Kg **10 POINT ROHIT** 50 a Abt 1½ Kg

THE GUJARATI TYPE FOUNDRY OF BOMBAY
Was awarded the First Prize for their beautiful Deonagari.
In India much less care is paid by the Educational Departments.
1234567890

30 A Abt ¾ Kg **8 POINT ROHIT** 60 a Abt ¾ Kg

PRINTED MATTER MUST BE MORE THAN READABLE-IT MUST BE EASY TO READ.
1 2 3 This is particularly true of advertising literature. In that case it is more. 4 5 6

30 A Abt ½ Kg **6 POINT ROHIT** 60 a Abt ½ Kg

GOOD TYPOGRAPHERS HAVE THE LATEST TYPE FACES IN THEIR PLANT.
1 2 3 Type faces can give you more sales punch if used properly in your layout. 4 5 6

4 POINT ROMAN No 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijk lmnopqrstuvwxyz 1 2 3 4 5 6 7 8 9 0
Gujarati Type Foundry Gaiwadi Girgaon BOMBAY 4
Gram GUTYFO.... Phone 3 5 4 3 3 2

ROMESH SERIES

(ROCKWELL MEDIUM)

5 A Abt 3 Kg **36 POINT ROMESH** 8 a Abt 3 Kg

STRONG TYPES
Impress Well 36

7 A Abt 2½ Kg **30 POINT ROMESH** 11 a Abt 3½ Kg

JOIN INSTITUTE
12 of Technology 30

8 A Abt 2 Kg **24 POINT ROMESH** 16 a Abt 2½ Kg

GUJRATI TYPE FOUNDRY
Was Awarded First Prize

15 A Abt 1½ Kg **18 POINT ROMESH** 25 a Abt 2 Kg

BY MINISTRY OF INFORMATION
And Broadcasting, Govt. of India.

15 A Abt 1½ Kg **14 POINT ROMESH** 32 a Abt 1½ Kg

GOOD TYPOGRAPHERS HAVE THE
123 Latest type faces in their plants. 456

ROMESH ITALIC

(ROCKWELL MEDIUM ITALIC)

4 A Abt 2¾ Kg **36 POINT ROMESH ITALIC** 6 a Abt 2¾ Kg

TYPESETTING
In Modern Age

4 A Abt 1¾ Kg **30 POINT ROMESH ITALIC** 6 a Abt 1¾ Kg

COMPUTER USED
In Book Publishing Is
Really Marvelous 30

6 A Abt 1¾ Kg **24 POINT ROMESH ITALIC** 8 a Abt 1¾ Kg

SIX GOLD MEDALS ARE
Awarded to Gujarati T. F.
For Copper Mixed Type

8 A Abt 1 Kg **18 POINT ROMESH ITALIC** 15 a Abt 1¼ Kg

THESE ARE ALL UNSOLICITED
Awards of Great Appreciation. 18
We Always Cherish Them Most

15 A Abt 1 Kg **14 POINT ROMESH ITALIC** 32 a Abt 1¾ Kg

COMPOSITION TECHNICAL INFORMA-
tion Services are now available or that
may subsequently be developed. 14

ROSHAN SERIES

(ROCKWELL BOLD)

4 A Abt 5¾ Kg **72 POINT ROSHAN** 5 a Abt 6 Kg

TYPE
setters 7

4 A Abt 4¾ Kg **60 POINT ROSHAN** 5 a Abt 4¾ Kg

CREATE
problem 6

4 A Abt 2¾ Kg **48 POINT ROSHAN** 5 a Abt 2¾ Kg

CONSULT
us always 4

ROSHAN

5 A Abt 3 Kg — **36 POINT ROSHAN** — 8 a Abt 3½ Kg

TYPOGRAPHIC
good designs 36

5 A Abt 2 Kg — **30 POINT ROSHAN** — 8 a Abt 3½ Kg

APPRECIATION
123 is an asset 456

8 A Abt 2 Kg — **24 POINT ROSHAN** — 13 a Abt 2½ Kg

THIS STYLE BELONGS
To the Family of Romesh

15 A Abt 2 Kg — **18 POINT ROSHAN** — 25 a Abt 2¼ Kg

IT WAS ENGRAVED SOME 18
Hundred Years ago by an Italian.

15 A Abt 2 Kg — **14 POINT ROSHAN** — 25 A Abt 2¼ Kg

VASTER-REACHING THAN VOICE OF telegraph, than cable or wireless, than boom or thunder or crack of cannon is 12345 the Tongue of Type. 67890

UNIVERS EXTRA BOLD

12 Point Univers Extra Bold

20 A Abt 1¼ Kg — 40 a Abt 1⅛ Kg

THE WHOLE DUTY OF TYPOGRAPHY as of calligraphy, is to communicate to the imagination without loss by the way the thought or image intended to be communicated by the author
1234567890

10 Point Univers Extra Bold

22 A Abt 1 Kg — 45 a Abt 1⅛ Kg

THE UNIVERS, AS CREATED IN FRANCE brings a high level of typographic professionalism to type composition. In a complete family of body and display sizes
1234567890

8 Point Univers Extra Bold

50 A Abt 1⅛ Kg — 100 a Abt 2 Kg

IN A COMPLETE FAMILY OF BODY AND DISPLAY sizes and in various widths and weights, Univers has achieved an unusually high degree of acceptance. Univers is a bold, strong style, yet it is endowed with a grace not usually found in the sans serif form. Graceful letter shapes and varying stem thickness
1234567890

6 Point Univers Extra Bold

60 A Abt 1 Kg — 120 a Abt 1⅛ Kg

GRACEFUL LETTER SHAPES AND VARYING STEM THICKNESS result in a style that is completely acceptable in text copy ... a usage not normally possible with the sans serif styles.
1234567890

Gujarati Type Foundry — **BOMBAY 4**

UNIVERS MEDIUM

5 A Abt 2 Kg — 36 Point Univers Medium (No 689) — 8 a Abt 2¼ Kg

WITH PRINTING
You can carve
your own future.
1234567890

8 A Abt 1¾ Kg — 24 Point Univers Medium — 13 a Abt 2 Kg

A MAN SAID TO THE
Univers: 'Sir, I exist.'
'However,' replied the
Univers, 'The fact has
1234567890

5 A Abt 1¾ Kg — 30 Point Univers Medium — 8 a Abt 1¾ Kg

NOT CREATED IN
me a sense of
obligation.'
1234567890

(18 Point Under Preparation)

UNIVERS SERIES

12 Point Univers Medium

20 A Abt 1¼ Kg — 40 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆŒ&£ æœ.,:;-''?!()[]—1234567890

10 Point Univers Medium

22 A Abt 1 Kg — 45 a Abt 1¼ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆŒ&£æœ.,:;-''?!()[]—1234567890

8 Point Univers Medium

50 A Abt 1½ Kg — 100 a Abt 1¾ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
&£æœ.,:;-''?!()[]—1234567890

12 Point Univers Bold (No 693)

20 A Abt 1¼ Kg — 40 a Abt 1⅝ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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10 Point Univers Bold

22 A Abt 1 Kg — 45 a Abt 1¼ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆŒ&£æ.,:;-''?!()[]—1234567890

8 Point Univers Bold

50 A Abt 1½ Kg — 100 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ÆŒ&£æœ.,:;-''?!()[]—1234567890

10 Point Univers Light Cond. No 1 (No 686)

44 A Abt 1½ Kg — 100 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-'?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Light Cond. No 2

44 A Abt 1½ Kg — 100 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

8 Point Univers Light Cond.

50 A Abt 1 Kg — 100 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Medium Cond. No 1 (No 690)

44 A Abt 1½ Kg — 100 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Medium Cond. No 2

44 A Abt 1½ Kg — 100 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

8 Point Univers Medium Cond.

50 A Abt 1 Kg — 100 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Bold Cond. No 1 (No 694)

22 A Abt 1 Kg — 45 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£

abcdefghijklmnopqrstuvwxyzæœ.,:;-''?!()[]—1234567890

10 Point Univers Bold Cond. No 2

44 A Abt 1½ Kg — 100 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

8 Point Univers Bold Cond.

50 A Abt 1 Kg — 100 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Light Cond. Italic No 1 (No 686)

40 A Abt 1½ Kg — 80 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Light Cond. Italic No 2

40 A Abt 1 Kg — 80 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

8 Point Univers Light Cond. Italic

40 A Abt 1 Kg — 80 a Abt 1 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Medium Cond. Italic No 1 (No 690)

40 A Abt 1½ Kg — 80 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Medium Cond. Italic No 2

40 A Abt 1 Kg — 80 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

8 Point Univers Medium Cond. Italic

40 A Abt 1 Kg — 80 a Abt 1 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

10 Point Univers Bold Cond. Italic No 1 (No. 694)

40 A Abt 1½ Kg — 80 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—

abcdefghijklmnopqrstuvwxyzæœ1234567890

10 Point Univers Bold Cond. Italic No 2

40 A Abt 1½ Kg — 80 a Abt 2 Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

8 Point Univers Bold Cond. Italic

40 A Abt 1 Kg — 80 a Abt 1½ Kg

ABCDEFGHIJKLMNOPQRSTUVWXYZÆŒ&£.,:;-''?!()[]—1234567890

abcdefghijklmnopqrstuvwxyzæœ

MUKUND SERIES

4 A — 48 POINT MUKUND — Abt 4 Kg

FINE JOBS 1

5 A — 30 POINT MUKUND No 1 — Abt 2½ Kg

TYPEFASHION LEADS US ALL

6 A — 30 POINT MUKUND No 2 — Abt 2½ Kg

YOU CELEBRATE PRINTING WEEK.

PRAKASH SERIES

6 A — 30 POINT PRAKASH — Abt 2½ Kg

GOOD PRINTING

10 A — 24 POINT PRAKASH — Abt 2¾ Kg

NICE TYPOGRAPHY

15 A — 18 POINT PRAKASH — Abt 2½ Kg

BEAUTY IS ENHANCED BY USING FINE JOB TYPES

15 A — 14 POINT PRAKASH — Abt 1½ Kg

GOOD PRINTERS HAVE THE LATEST TYPES IN THEIR PLANTS 123

Modern Script

☆

14 POINT FONT WEIGHT Abt 2¾ Kg

Delhi the Capital of India

18 POINT FONT WEIGHT Abt 3½ Kg

Delhi the Capital of India

24 POINT FONT WEIGHT Abt 4¾ Kg

Delhi the Capital of India

30 POINT FONT WEIGHT Abt 5½ Kg

Delhi the Capital of India

36 POINT FONT WEIGHT Abt 6½ Kg

Delhi Capital of India

42 POINT FONT WEIGHT Abt 7½ Kg

Delhi Capital of India

★★★

Gujarati Type Foundry

Gaiwadi-Girgaon, Bombay 4

Ariston Light

30 POINT FONT WEIGHT Abt 7½ Kg

Delhi Capital of India

24 POINT FONT WEIGHT Abt 5¾ Kg

Delhi Capital of India

18 POINT FONT WEIGHT Abt 4½ Kg

Delhi Capital of India

14 POINT FONT WEIGHT Abt 3¼ Kg

Delhi Capital of India

Ariston Medium

30 POINT FONT WEIGHT Abt 7½ Kg

Delhi Capital of India

24 POINT FONT WEIGHT Abt 6½ Kg

Delhi Capital of India

18 POINT FONT WEIGHT Abt 4½ Kg

Delhi Capital of India

14 POINT FONT WEIGHT Abt 3¼ Kg

Delhi Capital of India

Script Light

24 POINT FONT WEIGHT Abt 6 Kg

Delhi Capital of India

GUJARATI TYPE FOUNDRY—BOMBAY 4

ATUL MEDIUM

(Improved)

5 A Abt 2½ Kg — 36 Point ATUL MEDIUM — 8 a Abt 3 Kg

IN INDIA ATUL
Has made a 36
name & fame

5 A Abt 2 Kg — 30 Point ATUL MEDIUM — 8 a Abt 2¼ Kg

LOVED & LIKED
By all printers to
compose very well

8 A Abt 2¼ Kg — 24 Point ATUL MEDIUM — 13 a Abt 2¼ Kg

BLESSINGS ON THE
Heads of the Phonecia-
ns or whoever gave us
our alphabets. 123456

15 A Abt 2 Kg — 18 Point ATUL MEDIUM — 25 a Abt 2½ Kg

GREATER PRAISE BE TO
Those who have not only made
it useful but also ornamental.

24 Point VASANT Abt 30/35 Kg

२४ पॉ. वसन्त

वसन्त पासून किती सुन्दर नवीन नाम विधानें होत आहेत. वसन्तवाहिका, वसन्तमालती, वसन्तमाधुरी, वसन्तसेना, वसन्तदीपिका, वासन्तिक, वसन्तमोहोर, वासन्ती, इत्यादि किती गोड, किती सुमधूर, किती मोहक नामपंक्ति आहेत. त्या नांमपंक्तींना शोभा देण्याकरितां मुद्रकांसाठीं 'वसन्त' या नांवाचा टाईप, गुजराती टाईप फौन्ड्रीने नवीनच सजावटींत सादर केला आहे. त्याचे आपण केव्हां स्वागत करूं इच्छितां?

Gujarati Type Foundry Bombay 4

18 Point VASANT Abt 30/35 Kg

नूतन टाईपाभिनंदन

नया चित्रपट, नया कपडा, नया नाटक और सब नयीं नयीं चीजें और प्रसंग कितने मनोवेधक और आल्हादकारी होते हैं। मुद्रण कला में भी उसी प्रकार इस कलामें कोई पूछता ही नहीं कि यह किस यंत्र पर, किस प्रकार की स्याहीसे और किस जातिके कागज पर मुद्रित किया गया है। उसके सुगठित, सुडौल टाईपों पर आँखें ठहरभी नहिं सकतीं। नाविन्य पूर्ण कलात्मक अक्षर और वहभी अपनी आँखोंको आकर्षित करनेवाला होगा तोही उसका गौरव और प्रतिष्ठा बडेगी।

आज हम आपके सामने १८ पॉ. वसंत प्रस्तुत कर रहे हैं। २४ पॉ. वसन्त का स्वागत जैसे हृदयसे किया गया वैसे ही उसके छोटे भाईका प्रेम पूर्ण स्वागत किया जायगा ऐसी उम्मीद है!

आपका सेवाकांक्षी

१८ पॉइंन्ट वसन्त

36 Point BHISHMA

Abt 30/35 Kg

जिस प्रकार श्री रामचन्द्रजीने पिताका आज्ञाका पालन करके अपने माता-पिताको संतुष्ट किया, उसी प्रकार गुजराती टाईप फौंड्रीको, नये ढंगके टाईप तैयार करनेमें चाहे कितनी भी कठिनाइयाँ सहनी पड़ें और उसे कितना भी अधिक व्यय उठांना पड़े मुद्रकों को संतुष्ट करने के लिए उसका प्रयत्न चालू है!

GUJARATI TYPE FOUNDRY

24 POINT BHARAT

२४ पॉईन्ट भरत

☆

30/35 Kg.

जिस प्रकार श्री रामचन्द्रजीने पिताकी आज्ञाका पालन करके अपने माता-पिताको संतुष्ट किया, उसी प्रकार गुजराती टाईप फौंड्रीको नये ढंगके टाईप तैयार करनेमें चाहे कितनी भी कठिनाइयाँ सहनी पड़ें और उसे कितना भी अधिक व्यय उठांना पड़े मुद्रकों को संतुष्ट करने के लिए उसका प्रयत्न चालू है! सत्यम् शिवम् सुंदरम्।

गुजराती टाईप फौंड्री

गायवाडी - गिरगाम

बम्बई ४

(18 Point under preparation)

Gujarati Type Foundry

BOMBAY 4

24 Point
VITHAL SHADED
Font of abt 30/35 Kg.

क ख ा ग
घ ङ च
छ ज झ ञ
ट ठ ड ढ ण
त थ द ध
न प फ
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र ल ब
श ष स
ह ळ क्ष ज्ञ

कमरख करवत कळतर
खटपट गपसप रमझम
हरहर सरळा तरळा
सनद हरबद्द
हसनम नरमद्द नटवर
भागवत राजाराम
महाभारत रामायण
नारद्द

GUJARATI TYPE FOUNDRY
BOMBAY 4

24 Point SHREE UMA Abt 30/35 Kg.

श्री उमा
अक्षराणाम् अकार: अस्मि
सत्यम् परम् धीमही
वसुदेव सुतम् देवम् कंस चाणूर
मर्दनम्। देवकी परमानन्दम् कृष्णम्
वंदे जगद्गुरूम्।। सत्यम् शिवम् सुंदरम
गुजराती टाईप फौंड्री, मुंबई ४

☆

12 Point BIMAL Abt 30/35 Kg.

१२ पॉ. बिमल

श्री
आम्ही आधुनिक पध्दतीवर टाईप बनविण्याचे
कार्य सुरु केले आहे त्याप्रमाणे प्रत्येक
प्रेसवाल्यांनाही आधुनिक पध्दत हाती
घेतल्यास छपाईची शोभा दिन प्रतिदिन
द्विगुणित होत जाईल. तसेच आमच्या
टाईपाची मेटल फार मेहनत घेऊन
बनविलेली आहे त्यामुळे टाईप टिकाऊ
होऊन बरेच दिवस नव्याप्रमाणे छपाई
करू शकतो.

☆

12 Point PUSHPA ITALIC

१२ पॉ. पुष्प इटालिक Abt 30/35 Kg.

वन पलाश फूला है,
मन का मधुमास गैल मूला है
छितराये पत्तों में सुर्ख-सुर्ख
फुलों के गुच्छे यों लटके हैं–
जैसे शरमाये ओठों में
अटक अटक जाते हैं

☆☆☆

10 POINT GITA ——— Font of abt. 30-35 Kg.

॥ श्रीभगवानुवाच ॥ १० पॉ. गीता

ऊर्ध्वमूलमधः शाखमश्वत्थं प्राहुरव्ययम् ।
छन्दांसि यस्य पर्णानि यस्तं वेद स वेदवित् ॥१॥
अधश्चोर्ध्वं प्रसृतास्तस्य शाखा गुणप्रवृद्धा विषयप्रवालाः ।
अधश्च मूलान्यनुसंततानि कर्मानुबंधीनि मनुष्यलोके ॥२॥
न रूपमस्येह तथोपलभ्यते नांतो न चादिर्न च संप्रतिष्ठा ।
अश्वत्थमेनं सुविरूढमूल. मसंगशस्त्रेण दृढेन छित्त्वा ॥३॥
ततः पदं तत्परिमार्गितव्यं यिस्मन्गतों न निवर्तंति भूयः ।
तमेव चाद्यं पुरुषं प्रपद्ये यतः प्रवृत्तिः प्रसृता पुराणी ॥४॥
निर्मानमोहा जितसंगदोषा अध्यात्मनित्या विनिवृत्तकामाः ।
द्वंद्वैर्विमुक्ताः सुखदुःखसंज्ञै- र्गच्छंत्यमूढाः पदमव्ययं तत् ॥५॥
न तद्भासयते सूर्यो न शशांको न पावकः ।
यद्गत्वा न निवर्तंते तद्धाम परमं मम ॥६॥
ममैवाँशो जीवलोके जीवभूतः सनातनः ।
मनः षष्ठानींद्रियाणि प्रकृतिस्थानि कर्षति ॥७॥
शरीरं यदवाप्नोति यच्चाप्युत्क्रामतीश्वरः ।
गृहीत्वैतानि संयाति वायुर्गंधानिवाशयात् ॥८॥
श्रोत्रं चक्षुः स्पर्शनं च रसनं घ्राणमेव च ।
अधिष्ठाय मनश्चायं विषयनुपसेवते ॥९॥
उक्रामंतं स्थितं वापि भुजानं वा गुणान्वितम् ।
विमूढा नानुपश्यंति पश्यंति ज्ञानचक्षुषः ॥१०॥
यततो योगिनश्चैनं पश्यंत्यात्मन्यवस्थितम् ।
यततोऽप्यकृतात्मानो नैनं पश्यंत्यचेतसः ॥११॥
यदादित्यगतं तेजो जगद्भासयतेऽखिलम् ।
यच्चंद्रमसि यच्चाग्नौ ततेजो विद्धि मामकम् ॥१२॥
गामाविश्य च भूतानि धारयाम्यहमोजसा ।
पुष्णामि चौषधीः सर्वाः सोमो भूत्वा रसात्मकः॥१३॥
अहं वैश्वानरो भूत्वा प्राणिनां देहमाश्रितः ।
प्राणापानसमायुक्तः पचाम्यन्नं चतुर्विधम् ॥१४॥
सर्वस्य चाहं हृदि संनिविष्टो मत्तः स्मृतिर्ज्ञानमपोहनं च ।
वेदैश्च सर्वैरहमेव वेद्यो वेदांतकृद्वेदविदेव चाहम् ॥१५॥
द्वाविमौ पुरुषौ लोके क्षरश्चाक्षर एव च ।
क्षरः सर्वाणि भूतानि कूटस्थोऽक्षर उच्यते ॥१६॥
उत्तमः पुरुषस्त्वन्यः परमात्मेत्युदाहृतः ।
यो लोकत्रयमाविश्य बिभर्त्यव्यय ईश्वरः ॥१७॥
यस्मात्क्षरमतीतोऽहमक्षरादपि चोत्तमः ।
अतोऽस्मि लोके वेदे च प्रथितः पुरुषोत्तमः ॥१८॥
यो मामेवमसंमूढो जानाति पुरुषोत्तमम् ।
स सर्वविद्भजति मां सर्वभ्भेन भारत ॥१९॥

8 Pt. N. S. MARATHI-HINDI BLACK

Abt 30/35 Kg

जर्मन टाईप बनविणारानें एक दुसरें माप दाखल करण्याचा प्रयत्न केला, परंतु तो सफल झाला नाहीं. त्या नंतर मेकलेरन जॉर्डन आणि स्मीथचा टाइप बनविणाराच्या एका मोठ्या पेढीनें वर सांगितलेली 'डाइडॉट' रूढीला मिटरच्या मापांत थोडा दशांस फेरफार करून इंग्रजी इंचाच्या मापावर लागू केली. या फेरफार केलल्या मापाला आजकाल 'अमेरिकन पॉइंट' या नांवानें ओळखण्यांत येतें हें माप अमेरिकेमध्ये प्रत्येक टाइप बनविणारानें

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कबूल करून त्याप्रमाणें टाइप बनविण्यास सुरवात केली आणि आजकालही त्या प्रमाणें बनवितात. इंग्लंडांत ज्या ज्या टाइप पाडविण्याच्या पेढ्या चालतात, ते लोक प्रत्येक जण आपआपल्या निरनिराळ्या मापावर टाइप पाडीत होते. परंतु आता पॉइंट बॉडी झाली. १२३४५६७८९६०

☆

8 Pt. N. S. MARATHI-HINDI LIGHT

Abt 30/35 Kg

पंचवीस वर्षांपूर्वी ज्यावेळीं गुजराती टाईप फौंडरीचें पहिल्यानें नमुन्याचें पुस्तक बाहेर पडलें आणि त्यांत सांगितलें कि, या नंतर सर्व टाईप पॉइंट'च्या मापावर बनविण्यांत, पाडण्यांत आणि विकण्यांत येतील, त्यावेळीं मुंबईचे आमचे कित्येक प्रतिस्पर्धी वाचून आश्चर्यचकित झाले. आणि विचारावयास लागले कि, 'पॉइंट' हें काय आहे? या लोकांची आणि सामान्य छापणारांची समजूत होण्याकरितां 'पॉइंट' काय आहे हें आम्हीं येथें सांगतों.

SOLID

अर्धं शतका पूर्वी म्हणजे इसवी सनाच्या १८५० च्या पूर्वी पारिस मध्यें मिस्टर 'डाइडॉट' नांवाच्या एका गृहस्थानें एक इंचाच्या अमूक भागाला 'पॉइंट' बॉडीवर टाईप केले १२३४५६७८९६०

सुपर स्टाईल टाईप

12 Point SUPER STYLE BLACK Abt 30/35 Kg

पूर्वीच्या काळीं मुद्रण कला नसल्यामुळें हातानेंच सर्व लिहावें लागत असे. अर्थात् हस्तलिखित प्रती दुर्मिळ असल्यामुळें ज्ञानाचा प्रसार होणें अत्यंत दुरापास्त झालें होतें. व कोणास विद्या पाहिजे असल्यास त्यांस गुरुमुखावांचून अन्य मार्ग नव्हता. हल्लींच्या काळीं मुद्रण कलेचा प्रसार झालेमुळें ज्ञानप्रसार करणें सुलभ झालें आहे. आतां विद्वान लोकांचे परिपक्व विचार ग्रंथ रूपानें वाचावयास मिळतात. त्यामुळें विद्वान लोकांचा प्रत्यक्ष परिचय करून न घेतांही एकाच वेळीं हजारों लोकांना, निरनिराळे देशांतील लोकांना, त्यांचे ज्ञानाचा फायदा करून घेतां येतो. या मुद्रणकलेच्या योगानें नश्वर देह सोडून गेलेले पुरातन काळचे लोकहि आज ग्रंथ रूपानें अवतीर्ण होऊन, आपल्या ज्ञानाचा लाभ बहुजन समाजास करून देत आहेत. उदाहरणार्थ कालिदास, ज्ञानेश्वर, रामदास, साक्रेटीस, नामदार गोखले, लो. टिळक वगैरे नररत्नें आज जरी इहलोक सोडून गेलीं आहेत, तरी ते आपल्या ग्रंथ रूपानें या जगतीतलावर

12 Point SUPER STYLE LIGHT Abt 30/35 Kg

बहुजन समाजाचें मन एकाद्या विवक्षित विषयांकडे वळवून घेण्याचें साधन मुद्रण कलेच्याच योगानें प्राप्त झालें आहे. पाश्चिमात्य देशांमध्यें वर्तमानपत्र ही राजकीय, सामाजिक, व्यापारविषयक वगैरे मोठमोठया गोष्टींच्या उलाढालीं आज करीत आहेत. इंग्लंडमध्यें तर वर्तमान पत्रांस "चौथी राजसंस्था" असें नामाभिधान प्राप्त झालें आहे. हा सर्व मुद्रण कलेचाच प्रभाव नाहीं काय? हिंदुस्थानचीच स्थिति पहा! १००/१५० वर्षापूर्वि बहुजन समाजाचें साक्षरतेचें प्रमाण किती अल्प होतें परंतु जसजसा मुद्रण कलेचा प्रसार होऊं लागला, तसतशी निरनिराळया गांवांमध्यें शाळा कॉलेजें स्थापन होऊन विद्येचा प्रसार होत आहे. आज कितीतरी वर्तमान पत्रें राजकीय, सामाजिक, धार्मिक व व्यापारविषयक चळवळीमध्यें आपला प्रभाव गाजवीत आहेत. इतकेंच नाहींतर कोणतीहि चळवळ अगदीं खेडयांतील खालच्या थरापर्यंत पोहोंचविण्याचें महत् कार्य आज ही वर्तमान पत्र करीत आहेत. अशा

सुपर स्टाईल टाईप

14 Point SUPER STYLE BLACK Abt 30/35 Kg

मोठीं हजारों वळणाचीं अक्षरें नजरेस पडतील, आणि गुजराती व नागरी टाइपाचें नमुने मोठ्या नशिबानें शंभरापेक्षां जास्त दिसतील? ह्याचें मुख्य कारण आपल्या देशामध्यें डीझाईन तयार करणारांचा व कारागिरांचा आभाव होय आणि बोटांनीं मोजतां येतील इतके जे कारागिर आहेत.

१२३४५६७८९० ५८६

14 Point SUPER STYLE LIGHT Abt 30/35 Kg

आम्हीं नेहमीं नवीन मराठी व हिंदी वळणाचे टाईप, आणि तसेंच कंपोझ करण्यांस छापखाने वाल्यानां सोपें जावें त्याबद्दल मेहनत घेऊन आतापर्यंत पुष्कळच त्रास कमी केला आहे. हें आपल्या नजरेस आलें असेलच, त्याच कारणामुळें छपाईची सर्व कामें सुंदर होऊन, १२३४५६७८९० ५८६

16 Point SUPER STYLE BLACK Abt 30/35 Kg

इंग्रजी टाईपाच्या नमुन्याचें पुस्तक पाहिलें असतां त्यांत हजारों जातीचीं लहान मोठीं निरनिराळ्या तऱ्हेचीं अक्षरें नजरेस पडतील. आणि गुजराती व बालबोध टाईपाचे नमुने मोठ्या नशिबानें शंभरापेक्षां जास्त दिसण्यांत येतील. १२३४५५६७८८९६०

16 Point SUPER STYLE LIGHT Abt 30/35 Kg

पाडित असताना मोल्ड नेहेंमीं गरम असल्या मुळें एकसारखा अखेरपावेतों सारख्या दाबानें मनुष्याला धरवत नाहिं त्यामुळें शेवट पर्यत कोटेशन सारखीं पडत नाहित. युरोपांत व अमेरिकेंत या कामीं मनुष्याच्या ऐवजि यंत्राचा उपयोग करण्यांत येतो.

१२३४५६७८९० ५८६

सुपर स्टाईल टाईप

48 Point SUPER STYLE — Abt 30/35 Kg

आइउऊऋएकखगघच
छजझटठडढणतथदध
नपफबभमयरलवशष
सहळक्षज्ञचा

१२३४५६७८९०

36 Point SUPER STYLE — Abt 30/35 Kg

आअइउऋएकखगघङछजझट
ठडढणतथदधनपफबमयरल
लवशषसहळक्षज्ञचा

१२३४५५६७८९९०

24 Point SUPER STYLE — Abt 30/35 Kg

आअइउऊऋएकखगघङचछछजझटठडढणत
थदधधनपफबभभमयरललवशशषसहळक्ष

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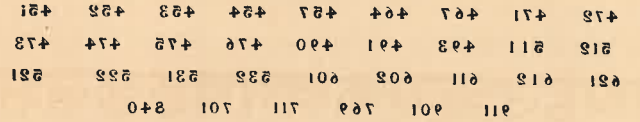

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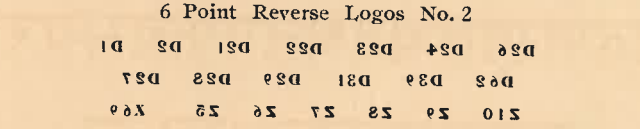

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24 Point DE VINNE ACCENTS

à é ò ç

ACCENTS

12 Point TIMES NEW ROMAN

Ḱ Ä Ö Ü

í ì ó ò ú ù ä ö ü

11 Point TIMES NEW ROMAN

C Ó N Z Ą Ę Ł

ć ń ó ś ź ż ą ę ł

10 Point TIMES NEW ROMAN

Á À Ā Ä Ḷ Ḹ Ḹ Ṃ Ṁ Ṇ

Ṅ Ṇ Ṛ Ṝ Ṝ Ṡ Ś Ṣ Ū Ù Ō Ö

Ī Ì Ï Ẓ Z̄ Ḍ Ḥ Ṭ Ȳ Ē Ḇ Ḱ

JH CH Ch Jh ZH Zh

à á ā ă ã â ȧ ä å č õ ć ç d̄ ḍ

đ è é ĕ ê ē ė ę ə ə̄ ḥ ḥ̄ ì í ĭ

i̇ ị Ị ḷ m̄ ṁ ṃ n̄ ñ ṅ ṇ ò ó ō

õ ô ŏ ö ṛ ṝ ṡ ś š ṣ ṣ̄ ù ú ū ũ

û ŭ ü ṵ v̄ ṽ ȳ ẏ ỵ ỿ ž ẓ ğ

ụ ǰ ṭ ch jh zh āṇ

8 Point TIMES NEW ROMAN

Á Ã S Ṡ Ṣ Ī Ĭ Ī Ẽ Õ Ũ Ỹ Ž Ḇ Ṛ

Ā Ṁ Ṃ Ś Ō Ū Ē Ḍ Ḥ Ṇ Ṭ Ẓ

á à ā ã è ẽ ē ĭ i̇ m̄ ṁ ṃ ñ ṇ ṅ ü õ ō

ṡ ś š ṣ t ṭ ū ũ ü ž ẓ ḍ ḷ ḥ ṛ č ȳ āṇ

12 Point TIMES N. R. BOLD

Ã Õ E Ç á à ã â ó ç

é è ê í ì ò õ ô ú ù

10 Point TIMES N. R. BOLD

Ā Ã É Ó Õ Ṇ Ṭ İ Ç

á à ā ã â ḍ ḍ̄ é è ē ê í ì î ó

ò ô õ ṣ ṣ̄ ú ù ū ḷ ṇ ṛ ç ṭ ṁ ğ

8 Point TIMES N. R. BOLD

Ã Ĕ Ĭ Õ Ũ Ž ã ẽ ĭ õ ũ ž

12 Point TIMES N. R. ITALIC

H̄ M̄ Ḱ í ì ó ò ú ù

10 Point TIMES N. R. ITALIC

Á À Ā Ā Ḇ B̄ B̄ C̄ C̄ Ḍ D̄ D̄ Ḥ

Ī Ï M̄ Ṃ Ṁ Ṅ Ñ Ṇ R̄ Ṛ Ṝ Ś

Ṡ S̄ Ṣ Ū Ū X̄ X̄ Ȳ Ȳ Ž Ẓ Z̄ Ē P̄

Ḱ Ḷ Ō Ṭ JH CH Ch Jh ZH Zh

á à ā ă ã â ȧ ä å å č ç d̄ ḍ è

ē ĕ ê ë ḥ ḥ̄ í ì ĭ i̇ ï î ĭ ï ḹ Ḷ̂

ḹ ḷ ṃ m̄ ṁ ṁ n̄ ñ ṇ ṅ ó ò ō õ ŏ

ô ṛ ṝ ś ṡ ṣ ú ù ū ŭ û u̇ ü ȳ ẏ

ẏ ỵ ẓ ṭ ch jh zh āṇ āu

8 Point TIMES N. R. ITALIC

Á À Ã Â É È Ē Ê Ë Í Ì Ī Î Ï O Ò Õ Ô

Ö Ś Ṡ Ṣ Ú Ù Ū Û Ü Ḇ Ṛ

Ā Ī Ō Ū Ȳ Ḥ Ḍ Ḷ Ṃ Ṁ Ṇ Ṭ Ẓ ṁ ẓ

á à ā ã ă â ȧ ä å è ē ẽ ĕ ê ë í ì ĭ î ĭ ï

ụ ṅ ṇ ñ ó è ō õ ŏ ô ö ś ṡ š ṣ ṣ ú ù ū ũ ŭ û

ü ḍ ḥ ḷ m̄ ṛ ṭ ȳ ž Ch ch gh jh kh sh th

zh āṇ

12 Point GARAMOND

Ā Ē Ī Ȳ Ō Ū Ḍ Ḥ Ḷ Ṃ

Ṁ Ṇ Ṛ Ṣ Ṭ Ẓ

ā ē ī ō ū ȳ ḍ ḥ ḷ ṁ ṃ ṇ

ṛ ṣ ś ṭ ẓ

12 Point GARAMOND BOLD

Ḍ ā ḍ ṇ ō

10 Point GARAMOND BOLD

Ṭ a ḍ ṇ ō

ACCENTS

12 Point BASKERVILLE

Â Ê Ô â ê ē ḥ ḷ ṛ

10 Point BASKERVILLE

Â Ê Ô P̄ S̄

á â é è ē ê ź ż ḷ ṛ í ó ú s̄ ḥ

8 Point BASKERVILLE

Ā Ḍ Ī Ī Ḷ Ñ Ṇ Ś Ṭ Ū

ā ḍ ī ḷ ñ ṇ ṇ ś ṭ

12 Point BASKERVILLE ITALIC

Á À Ã Â Ä É È Ẽ Ê Ë Í Ì Ĩ

Î Ï Ó Ò Õ Ô Ö Ú Ũ Û Ü

á à ã â ä é è ē ẽ ê ë í ì ĩ î ï ó

ò õ ô ö ú ù ũ û ü ḥ ḷ ṛ

10 Point BASKERVILLE ITALIC

Á À Ã Â Ä É È Ẽ Ê Ë Í Ì Ĩ

Î Ï Ó Ò Õ Ô Ö Ú Ù Ũ Û Ü

á à ã â ä é è ē ẽ ê ë í ĩ î ï ó

ò õ ô ö ú ù ũ û ü ḥ ḷ ṛ

8 Point BASKERVILLE ITALIC

A À Â Ä É È Ẽ Ê Ë Í Ì Ĩ Ï O Ò

Õ Ô Ö Ú Ù Ũ Û Ü

Ā Ī Ū Ś Ñ Ḍ Ḷ Ṇ Ṭ

á à ã â ä é è ẽ ê ë í ì ī î ï ó ò õ ô

ö ú ù ũ û ṇ ṅ ḥ ḷ

ī ū ś ḍ i ṭ ṇ

12 Point DIACRITICAL MARKS

(A)

Ā Ḍ Ṭ

ā á ă ḍ ḭ ĭ ḷ Í ṇ ō š ṭ ẏ ž ẓ

(B)

ă ă ã ã à ả č ḏ ĕ ē ẽ ę ĩ

ĩ ĭ ķ ḭ ì ỉ ɨ ɨ ɨ ñ ň õ ỏ ŏ

s ṯ ŭ ū ṵ ụ ũ ṽ ý ẏ ž ẓ

12 Pt. DIACRIT. ITALIC MARKS

Ā ā ă č ḏ ẽ g̃ ĩ ķ ṉ ō ṛ s̱

ṯ ũ u̇ ị

11 Point ROMAN No 3 ACCENTS

ḏh gḥ ṛh ṯh t̲h k̲h

ẓ ẓ ẓ ḏ ṯ

10 Point DIACRITICAL MARKS

Ā Ā Ḍ Ṭ I Ñ Ś Ū

ā ḍ ḭ ṉ ō ṭ

10 Pt. DIACRIT. ITALIC MARKS

Ā Ī Ñ Ś Ū

8 Point DIACRITICAL MARKS

(A)

ḏ ẽ ĭ Ï ɨ ṉ ṛ ř r̄ š s̱ ṯ

ŭ ů v̌ ỳ ž

(B)

Ḍ Ḷ Ṇ Ṭ

ā č ḍ ī ḷ ñ ṇ s̱ ṭ ū ẓ ẓ

8 Pt. DIACRIT. ITALIC MARKS

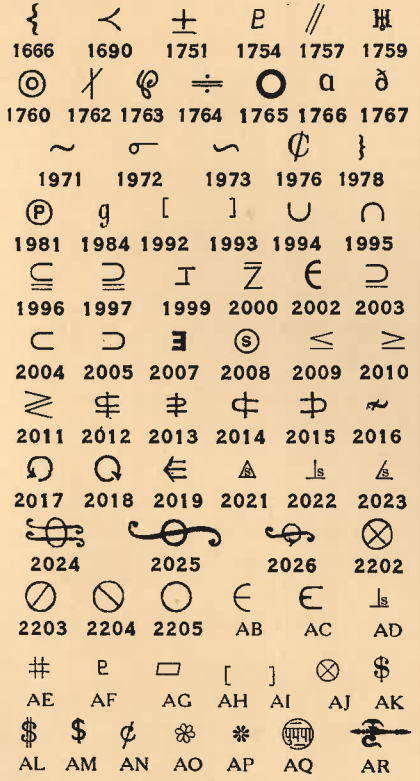
Ḍ Ḷ Ṇ Ṭ

ā ḍ ẽ ī ḷ ṉ ñ ṇ ś ū ṭ

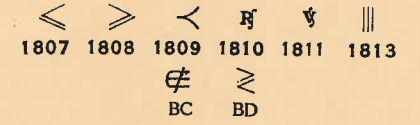
MISCELLANEOUS AUXILIARIES

Price on Request

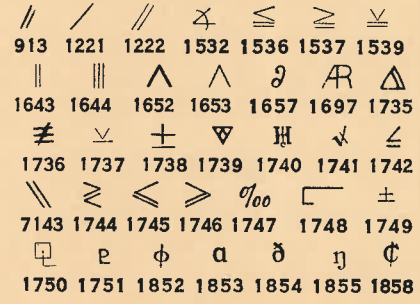
12 Pt. MATHEMATICAL SIGNS



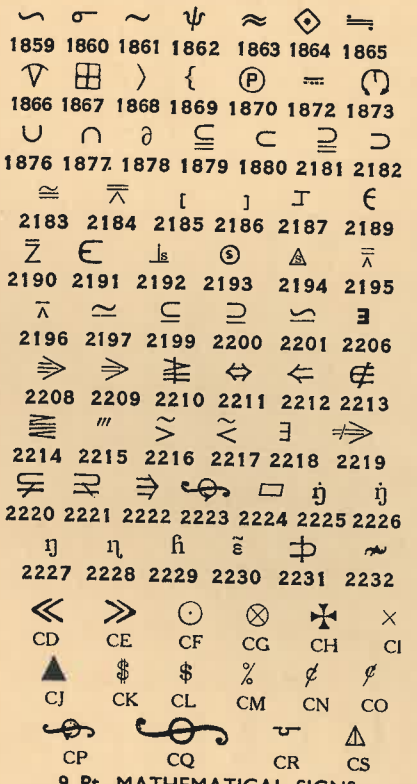
11 Pt. MATHEMATICAL SIGNS



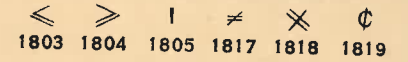
10 Pt. MATHEMATICAL SIGNS



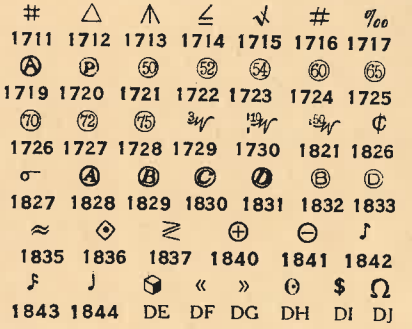
10 Pt. MATHEMATICAL SIGNS



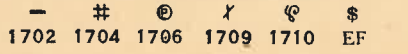
9 Pt. MATHEMATICAL SIGNS



8 Pt. MATHEMATICAL SIGNS



6 Pt. MATHEMATICAL SIGNS

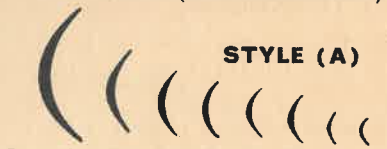


MISCELLANEOUS AUXILIARIES

PRICE ON APPLICATION

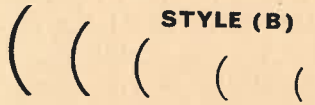
PARENTHESIS (ROUND BRACKET)

STYLE (A)



Pt. 48 36 30 24 20 18 12 10

STYLE (B)

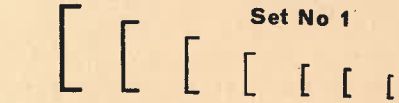


Pt. 36 30 24 18 14

1904 1881 2101 2065

CROTCHET (SQUARE BRACKET)

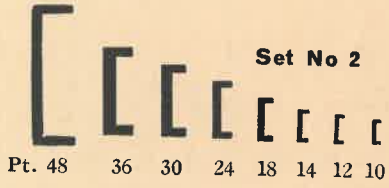
Set No 1



Pt. 36 30 24 18 14 12 10

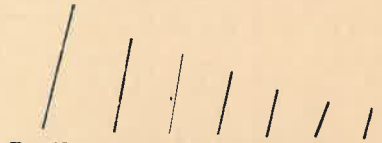
1905 1882 2102 2066

Set No 2



Pt. 48 36 30 24 18 14 12 10

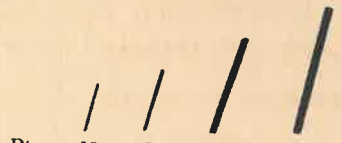
STROKES (LIGHT)



Pt. 48 36 30 24 18 14 12

1927 1910 1884

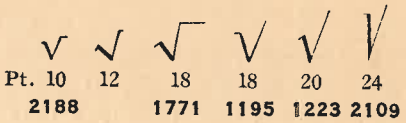
(BOLD)



Pt. 18 24 36 48

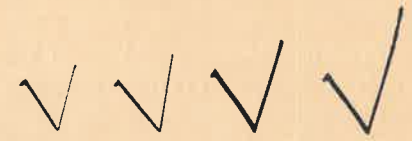
1685 1684

ROOT SIGNS



Pt. 10 12 18 18 20 24

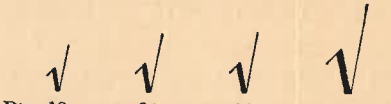
2188 1771 1195 1223 2109



Pt. 24 30 36 48

1359 1358 1357 1928

ROOT SIGNS (CONDENSED)



Pt. 18 24 30 36

2068 2109 1885 1912

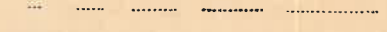
LEADERS

18 Pt. STANDARD FINE DOT LEADERS

Set No 1

1173 1774 1775 1776 1777

24 Point Set No 2



1781 1782 1783 1784 1785

MISCELLANEOUS LEADERS

Set No 3

Pt. 48 36 18

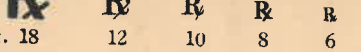
Set No 4

Pt. 24 14 12 10 8 6

MISCELLANEOUS AUXILIARIES

MEDICAL SIGNS

Rs 10 per doz of each style or
Re one per Piece



Pt. 18 12 10 8 6

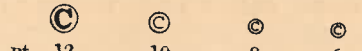
1772

COPY SIGNS

Rs 10 per doz of each style or
Re one per Piece

Pt. 24 18 16 14 12

2114 2075 2182 1988

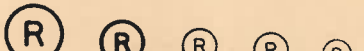


Pt. 12 10 8 6

1977 1857 1845

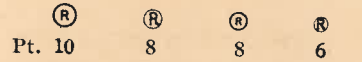
REGISTER SIGNS

Rs 10 per doz of each style or
Re one per Piece



Pt. 24 18 16 14 12

2110 2074 2181 1989



Pt. 10 8 8 6

1875 1823 1846 1792

Additional Greek Signs

12 Point GREEK SIGNS
5 Kg Font

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ
Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ
ν ξ ο π ρ σ τ υ φ χ ψ ω
ϕ ϑ ϰ ϱ

11 Point GREEK SIGN

ϑ

10 Point GREEK SIGNS
5 Kg Font

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ
Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ
ν ξ ο π ρ σ τ υ φ χ ψ ω
ϕ ϑ ϰ ϱ

9 Point GREEK SIGNS

ϑ ϕ ϕ

8 Point GREEK SIGNS
5 Kg Font

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ
Ν Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α φ γ δ ε ζ η θ ι κ λ γ
ξ π ο ρ ν υ τ χ ψ ω φ ϕ ϰ
σ σ β β μ μ

7 Point GREEK SIGNS

Δ γ

6 Point GREEK SIGNS
5 Kg Font

Α Β Γ Δ Ε Ζ Η Θ Ι Κ Λ Μ Ν
Ξ Ο Π Ρ Σ Τ Υ Φ Χ Ψ Ω
α β γ δ ε ζ η θ ι κ λ μ ν ξ ο
π ρ σ υ τ χ ψ ω φ ϰ ϕ
ϕ α θ π β μ γ

Greek Signs' Price on Application

☆

GUJARATI

TYPE FOUNDRY

GAIWADI-GIRGAON

BOMBAY 4

MISCELLANEOUS AUXILIARIES

RELIGIOUS EMBLEMS

1693
Pt. 72 Rs 4 Pt. 48 Rs 3/50

Pt. 48 Rs 3/50 Pt. 48 Rs 3 Pt. 48 Rs 3
4815 1923 1922

1649 1903 1902
Pt. 36 Rs 2/50 36 Rs 2/50 36 Rs 2/50

Rs 2 each

876 30 877 617
Pt. 24 24 12

MILITARY EMBLEMS

1680 1215
Pt. 60 Rs 3 Pt. 48 Rs 2

620 1678 1679 900
Pt. 12 18 30 36
Re 1 Rs 1/50 Rs 2 Rs 2

PLAYING CARD EMBLEMS

42 Point

739 740 741 742

Rs 18 per doz of each style or Rs 2 per Piece

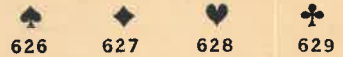
18 Point *

2064 2063 2062 2061

12 & 14 Point *

731 732 733 734

9 & 10 Point *



626 627 628 629

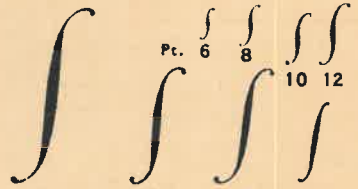
8 Point *

623 622 624 625

* Rs 10 per doz of each style of above six bodies or Re 1 per Piece

SIGNS OF INTEGRATION

Price on Application



Pt. 36 30 24 18
1225 1692 1224 1210

36 Point Piece No 1909 Set No 319

12 pieces per Set Rs 10 Re 1 per Piece

STAR DECORATORS

No. 163 Re 1 No. 164 Re 0/75 No. 165 Re 0/50

No. 1122 Re 1 No. 1068 Re 0/75 No. 1050 Re 0/50

STAR DECORATORS BOLD SET No. 30

Set of 6 Pieces each

166 167 168 169

170 171 172 173 174 175

No. 166 Rs 1/50 No. 171 Re 0/50
No. 167 Rs 1/25 No. 172 Re 0/50
No. 168 Re 1/00 No. 173 Re 0/50
No. 169 Re 0/75 No. 174 Re 0/50
No. 170 Re 0/75 No. 175 Re 0/50

Complete Set Rs. 50/-

STAR DECORATORS OUTLINE SET No. 31

Set of 6 Pieces each

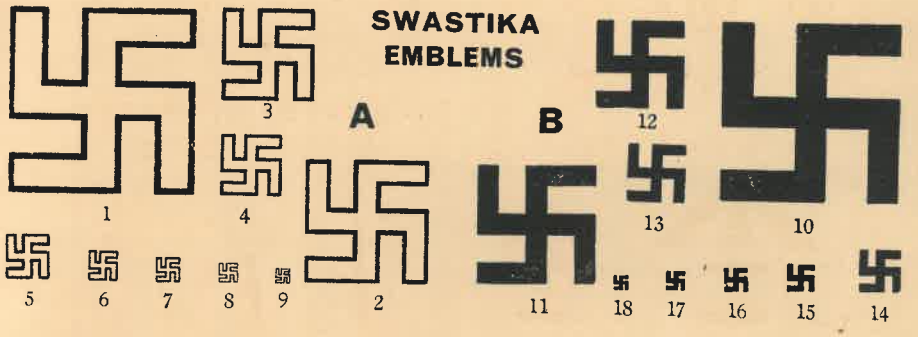
176 177 178 179

180 181 182 183 184 185

No. 176 Rs 1/50 No. 181 Re 0/50
No. 177 Rs 1/25 No. 182 Re 0/50
No. 178 Re 1/00 No. 183 Re 0/50
No. 179 Re 0/75 No. 184 Re 0/50
No. 180 Re 0/75 No. 185 Rs 0/50

Complete Set Rs. 50/-

SWASTIKA EMBLEMS



No. 1 Rs 2/25 No. 6 Re 0/75
No. 2 Rs 1/75 No. 7 Re 0/75
No. 3 Rs 1/75 No. 8 Re 0/75
No. 4 Rs 1/50 No. 9 Re 0/75
No. 5 Re 1/00

PRICE PER PIECE:

No. 10 Rs 2/25 No. 15 Re 0/75
No. 11 Rs 1/75 No. 16 Re 0/75
No. 12 Rs 1/75 No. 17 Re 0/75
No. 13 Rs 1/50 No. 18 Re 0/75
No. 14 Re 1/00

Complete Set Rs. 10/-

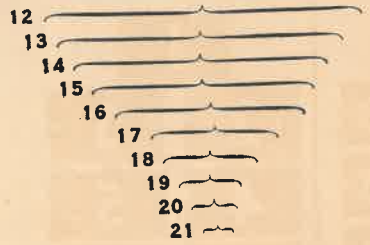
Complete Set Rs. 10/-

Gujarati Type Foundry - BOMBAY 4

MISCELLANEOUS AUXILIARIES

6 Point BRACES

Light Set No 2. Price Rs 12 per set



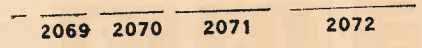
SQUARES & OBLONGS

Price on Application

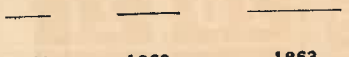
DASHES

Price on Application

18 Point Set No 1



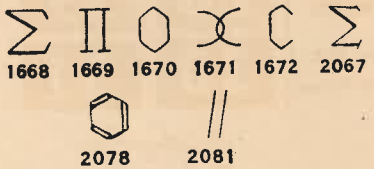
24 Point Set No 2



Set No 3

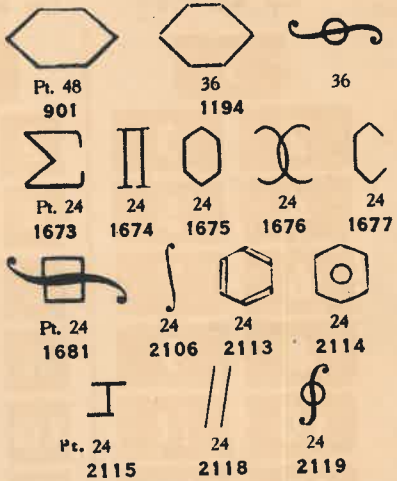
18 Pt. MATHEMATICAL SIGNS

Price Re 1/50 per Piece



MATHEMATICAL SIGNS

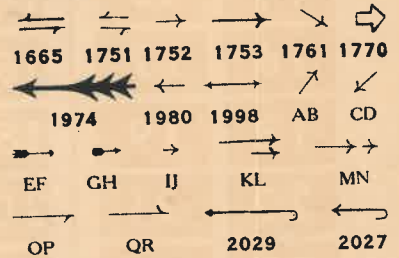
Price Rs 2 per Piece



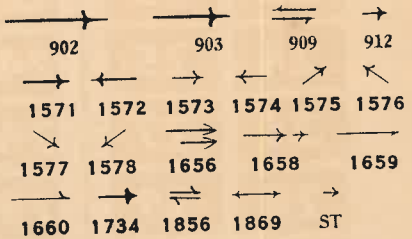
ARROW MARKS

Price Rs 10 per Dozen or Re 1 each

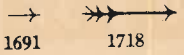
12 Point



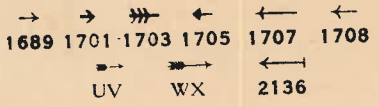
10 Point



8 Point



6 Point



DIARY FIGURES

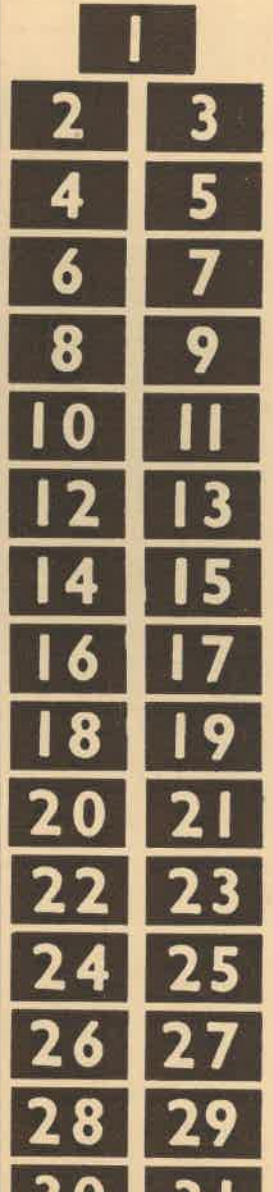
24 Point Oblong
Set No. 317

Rs. 55–per Set
Rs. 2 per Piece

24 Point Square
Set No. 316

Rs. 45–per Set
Rs. 1–50 per Piece

30 Point Oblong
Set No. 318



Rs. 60–per Set
Rs. 2 per Piece

DIARY EMBLEMS

54 Point Set No 312 for Months

Set contains 24 pieces – one left and one right for each Month

Price Rs. 45 per Set or Rs. 2–25 per Piece

Left	Right	Left	Right
JAN	JAN	JUL	JUL
L – 25	R – 26	L – 37	R – 38
FEB	FEB	AUG	AUG
L – 27	R – 28	L – 39	R – 40
MAR	MAR	SEP	SEP
L – 29	R – 30	L – 41	R – 42
APR	APR	OCT	OCT
L – 31	R – 32	L – 43	R – 44
MAY	MAY	NOV	NOV
L – 33	R – 34	L – 45	R – 46
JUN	JUN	DEC	DEC
L – 35	R – 36	L – 47	R – 48

48 Point Set No 315 for 12 Months

Price Rs. 21 per Set or Rs. 2 per Piece

68 69 70 71 72 73

74 75 76 77 78 79

GUJARATI TYPE FOUNDRY–BOMBAY 4

DIARY EMBLEMS

60 Point Set No 311 for Months

Set contains 24 pieces – one left and one right for each Month

Price Rs. 55 per Set or Rs. 2–50 per Piece

Left	Right	Left	Right
JAN	JAN	JUL	JUL
L – 1	R – 2	L – 13	R – 14
FEB	FEB	AUG	AUG
L – 3	R – 4	L – 15	R – 16
MAR	MAR	SEP	SEP
L – 5	R – 6	L – 17	R – 18
APR	APR	OCT	OCT
L – 7	R – 8	L – 19	R – 20
MAY	MAY	NOV	NOV
L – 9	R – 10	L – 21	R – 22
JUN	JUN	DEC	DEC
L – 11	R – 12	L – 23	R – 24

18 Point Set No 313 for Days

Set of 2 each. Rs. 30 per Set or Rs. 2–25 per Piece

49 50 51 52 53

54 55

DIARY EMBLEMS

18 Point Set No 314 for 12 Months

Price Rs. 30 per Set or Rs. 3 per Piece

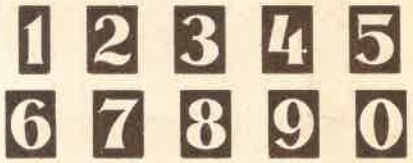
JANUARY	FEBRUARY	MARCH	APRIL
56	57	58	59
MAY	JUNE	JULY	AUGUST
60	61	62	63
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
64	65	66	67

★

NATVAR DIARY FIGURES

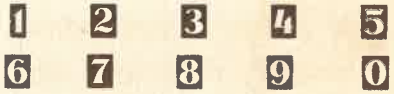
Each Set is for One Month

24 Point — **Rs 45 per Set**



16 Point — **Rs 40 per Set**

12 Point — **Rs 35 per Set**



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LOGOS

12 Point GOTHIC CONDENSED No. 1 LOGOS Rs. 15 per Set

13 14 15 35 36 37 38 39 40 41 42 43 44

6 Point KAMLA LOGOS (A) Rs. 50 per Set

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT
NOV DEC JUNE JULY SEPT DATE– D/E D/M B/No B No
MFG. EXP. MFD PHYSICIAN'S SAMPLE USE BEFORE EXPIRY SALE
FOR LOT BATCH NOT TO BE SOLD

VERNACULAR DIARY LOGOS

Price Re 1-50 per Piece

16 Point (A)

કારતક માગસર પોશ માહા ફાગણ ચઇતર વઇશાખ
જેઠ અષાડ શ્રાવણ ભાદરવા આસો સંવત વદી શુદી

16 Point (B)

જાન્યુઆરી ફેબ્રુઆરી માર્ચ એપ્રીલ મે જુન જુલાઇ
ઑગષ્ટ સપ્ટેમ્બર અકટોબર નવેમ્બર ડીસેમ્બર

16 Point (C)

રવિવાર સોમવાર મંગળવાર બુધવાર ગુરૂવાર શુકવાર શનિવાર

12 Point (Guj)

મોહમેડન હીજરી મીસરી સુર્યોદય સુર્યાસ્ત પારસી રાજ માહા
યઝદેઝરદી મોહરરમ રજબ રબીઉલ જમાદીલ અવ્વલ ઝીલહજ
રમઝાન સવ્વાલ ઝીલકાદ સફર શાબાન આખર

12 Point (A)

भारतीय शके संवत शुद्ध वद्य मारवाडी मिती संम्मत वदी शुदी

12 Point (B)

चैत्र वैशाख ज्येष्ठ आषाढ श्रावण भाद्रपद आश्विन कार्तिक
मार्गशीर्ष पौश माघ फाल्गुन

12 Point (C)

रविवार सोमवार मंगळवार बुधवार गुरुवार शुक्रवार शनिवार

12 Point (D)

जानेवारी फेब्रुवारी मार्च एप्रिल मे जून
जुलै आगस्ट सप्टेंबर आक्टोबर नोव्हेंबर डिसेंबर

१८८९ १८९० १९६७ १९६८ १९६९ २०२३ २०२४ २०२५ २०२६

LIGHT SYMBOLS

48 Point Set of 2 each Rs. 10
36 Point Set of 2 each Rs. 9
24 Point Set of 2 each Rs. 8

GUJARATI TYPE FOUNDRY-BOMBAY

48 Point Set No 309 Rs. 2 each

1926

1925

1924

36 & 24 Point Set No 310 Re. 1·75 each

1908

1907

1906

1790

1789

1788

may
these lights
Be Ever Yours

DIWALI—LIGHTS

SET No. 308

36 Point per Set of 2 Pieces each Rs. 9
24 Point per Set of 2 Pieces each Rs. 8

1205

1207

1209

1212

1213

1214

PRICE Re 1-75 each

Gujarati Type Foundry

Gaiwadi-Girgaon BOMBAY. No. 4

LOGOS

Per Piece Rs. 2-50

☆

12 Point SARLA No. 4 LOGOS Rs. 35 per Set

JAN. FEB. MAR. APR. MAY JUN. JUL. AUG. SEP.
OCT. NOV. DEC. PHYSICIAN'S SAMPLE NOT TO BE SOLD

6 Point SAROJINI No. 3 LOGOS Rs. 35 per Set

JAN. FEB. MAR. APR. MAY JUN. JUL. AUG. SEP. OCT. NOV.
DEC. PHYSICIAN'S SAMPLE NOT TO BE SOLD

10 Point TYPEWRITER LOGOS Rs. 30 per Set

January February March April May June July
August September October November December

8 Point TYPEWRITER LOGOS Rs. 25 per Set

JAN FEB MAR APR MAY JUNE
JULY AUG SEPT OCT NOV DEC D/E. D/M.

9 Point EN-SET MAILING-LIST LOGOS Rs. 20 per Set

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

8 Point EM-SET MAILING-LIST LOGOS Rs. 25 per Set

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

8 Point KAMLA LOGOS Rs. 35 per Set

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct.
Nov. Dec. PHYSICIAN'S SAMPLE NOT TO BE SOLD

6 Point KAMLA LOGOS (A) Rs. 35 per Set

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.
Date Batch Exp of Mfr. Rs. No.

6 Point KAMLA LOGOS (B) Rs. 25 per Set

January February March April May June July August September October
November December

6 Point KAMLA LOGOS (C) Rs. 35 per Set

19 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76
1968 1969 1970 1971 1972